

A color photograph of actress Susan Strasberg, with long brown hair and a green headband, eating a slice of watermelon. She is wearing a white floral-patterned tank top. The background is filled with many more slices of watermelon, some on shelves and some in the foreground. A young man is partially visible on the left side of the frame.

# LIFE

NEW RED DIPLOMACY  
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—  
TRIALS OF  
TODAY'S DRAFTEES

YOUNG STAR ON LOCATION:  
SUSAN STRASBERG

20 CENTS

JULY 11, 1955



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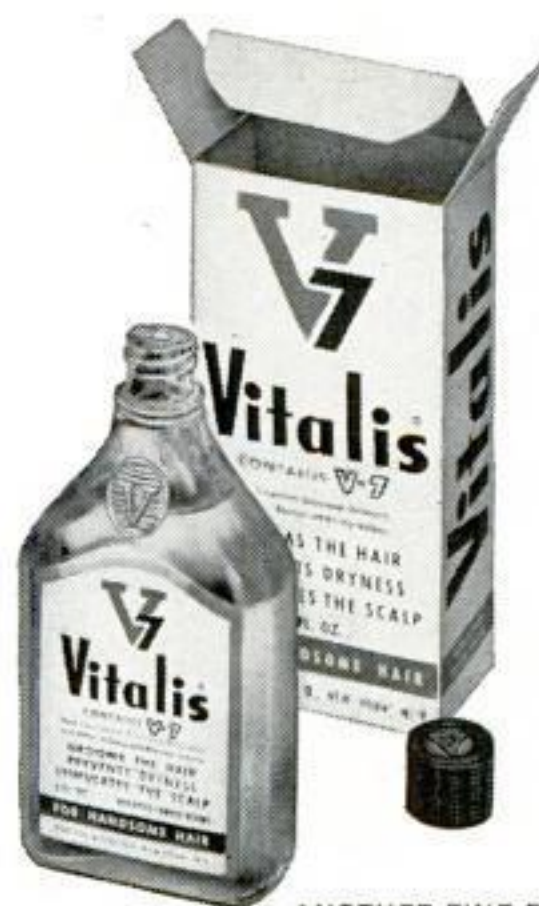
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## 7th heaven on 7th Avenue

Dress buyers from all over respond to good New York fall designs with orders that promise a record-breaking year for the ladies' wear industry.



SEVENTH AVENUETTE

23

## How 'new' is Red bargaining? 108

On the eve of Big Four meetings the diary of the Austrian treaty interpreter reveals how the Reds have, and have not, changed their diplomatic ways.



BARGAINER-IN-CHIEF

## Sweet in the heat

LIFE presents eight summer desserts for the weight-watchers and, for the hot-kitchen fugitives, 13 desserts taking less than 10 minutes to make.



COOL SUMMER DESSERT

79

## Civilian draftee—'55 style 97

The trials of Pvt. Tom Tedford at Fort Carson, Colo. show what thousands of other draftees face in the peacetime U.S. Army.



DRAFTEE TEDFORD

## Steinberg at the bat 56

A Romanian-born artist discovers our national pastime and records in color for LIFE his impressions of the heroes and villains of baseball.



STEINBERG'S CATCHER

## A big picnic for a new star 128

LIFE's cover girl, Actress Susan Strasberg, 17, goes on location in Kansas—along with some local Kansans—for her biggest Hollywood role.



SUSAN ON LOCATION

## COVER

Susan Strasberg of New York eats Florida watermelons on location in Kansas during shooting of movie "Picnic" (see pp. 128-130)

## THE WEEK'S EVENTS

New York garment industry gets glad tidings about its glad rags	23
A Look at the World's Week	28
Teen-age terror on the streets of New York	32
A union boss scores twice	39
Argentina's faithful worship amid church ruins	41
A Texas family survives a voluntary three-day H-bomb shelter test	69

## EDITORIAL

A new hope for mental illness	36
-------------------------------	----

## PICTORIAL ESSAYS

Steinberg at bat: the famous Romanian-born artist sets down his impressions of the national pastime of his adopted land	56
Draftee in a peacetime army: with no war Private Tedford still has his trials. Photographed for LIFE by Michael Rougier	97

## ARTICLE

"New" Russian bargaining: an interpreter at Austrian treaty talks describes Reds' changing diplomatic tactics, by Walter Kindermann	108
-------------------------------------------------------------------------------------------------------------------------------------	-----

## YOUTH

Girl Scouts hold biggest "primitive encampment" near San Antonio	51
A 15-month-old cowgirl rides the roundup in Texas	75

## MEDICINE

War on Nbwa: French doctors rescue Africans from fly pest	63
-----------------------------------------------------------	----

## MODERN LIVING

Sweet in the heat: summer desserts keep cooks cool, cut down on calories. Photographed for LIFE by Ben Rose	79
-------------------------------------------------------------------------------------------------------------	----

## SCIENCE

A German brings 5,000 bees to U.S. to settle an old dispute	91
-------------------------------------------------------------	----

## NATURE

An eight-foot sea lion guards his underwater harem	123
----------------------------------------------------	-----

## MOVIES

Susan Strasberg has a big time on "Picnic" location in Kansas	128
---------------------------------------------------------------	-----

## OTHER DEPARTMENTS

Speaking of Pictures: the locust plague and the plowman	14
Letters to the Editors	18
LIFE's Party: two Oxford colleges have a 400th birthday ball	47
Miscellany: anybody lose a head?	132

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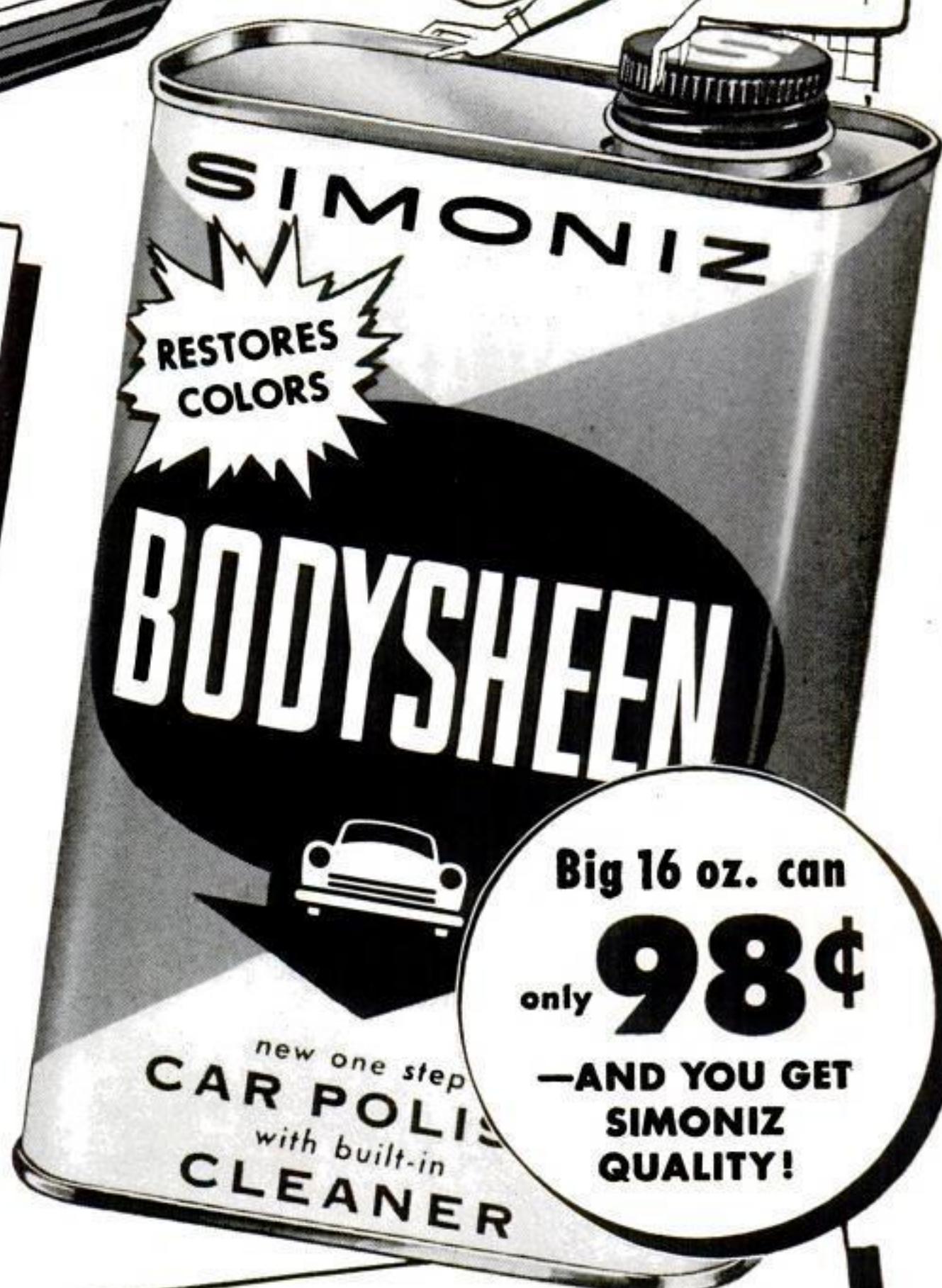
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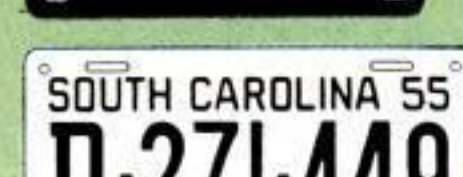
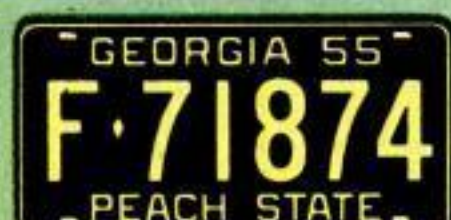
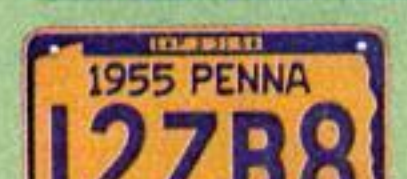
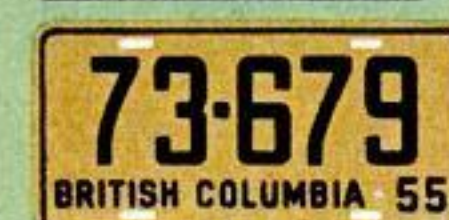
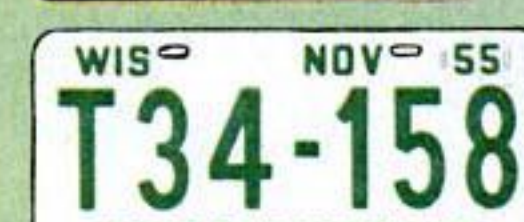
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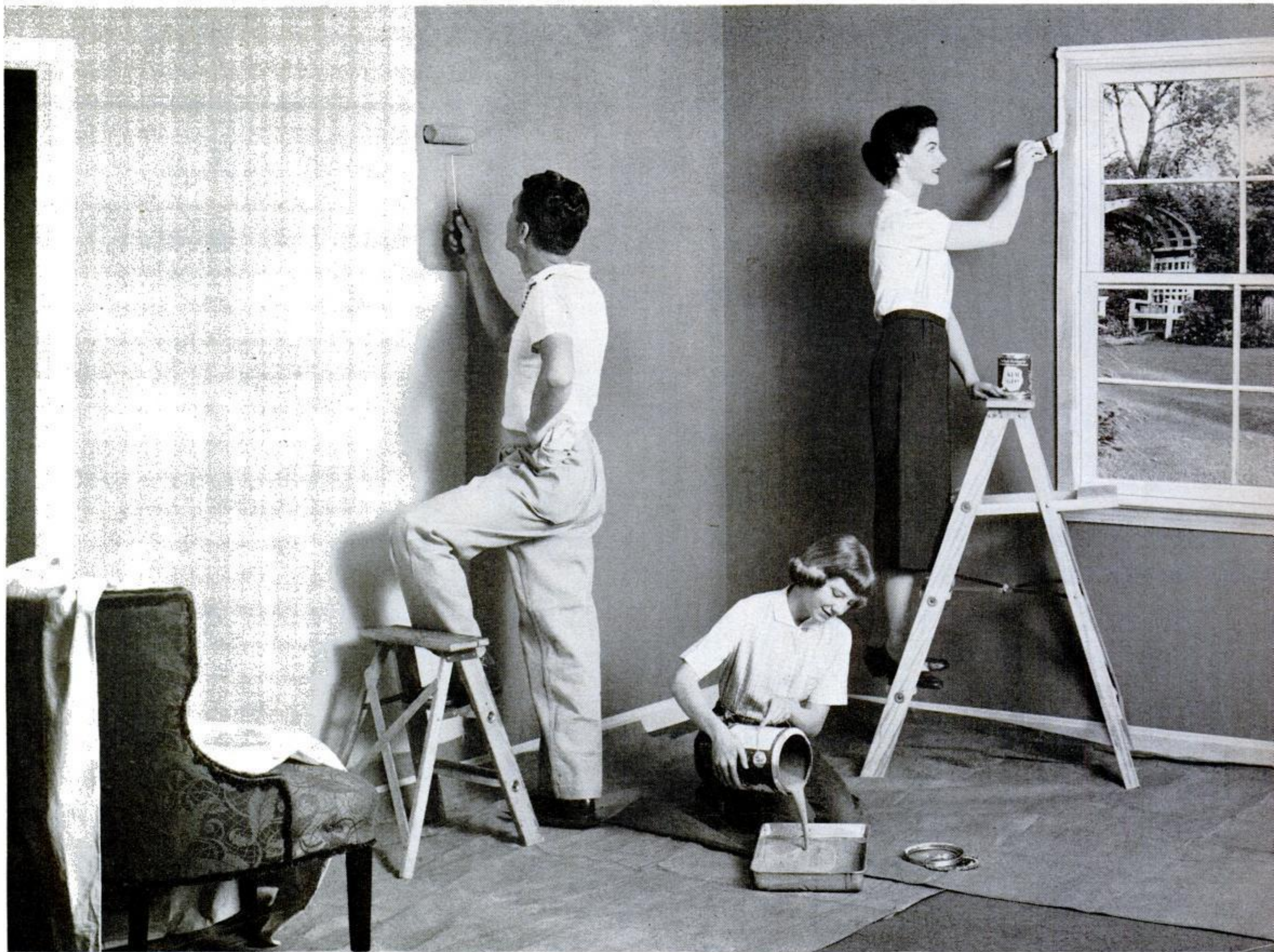
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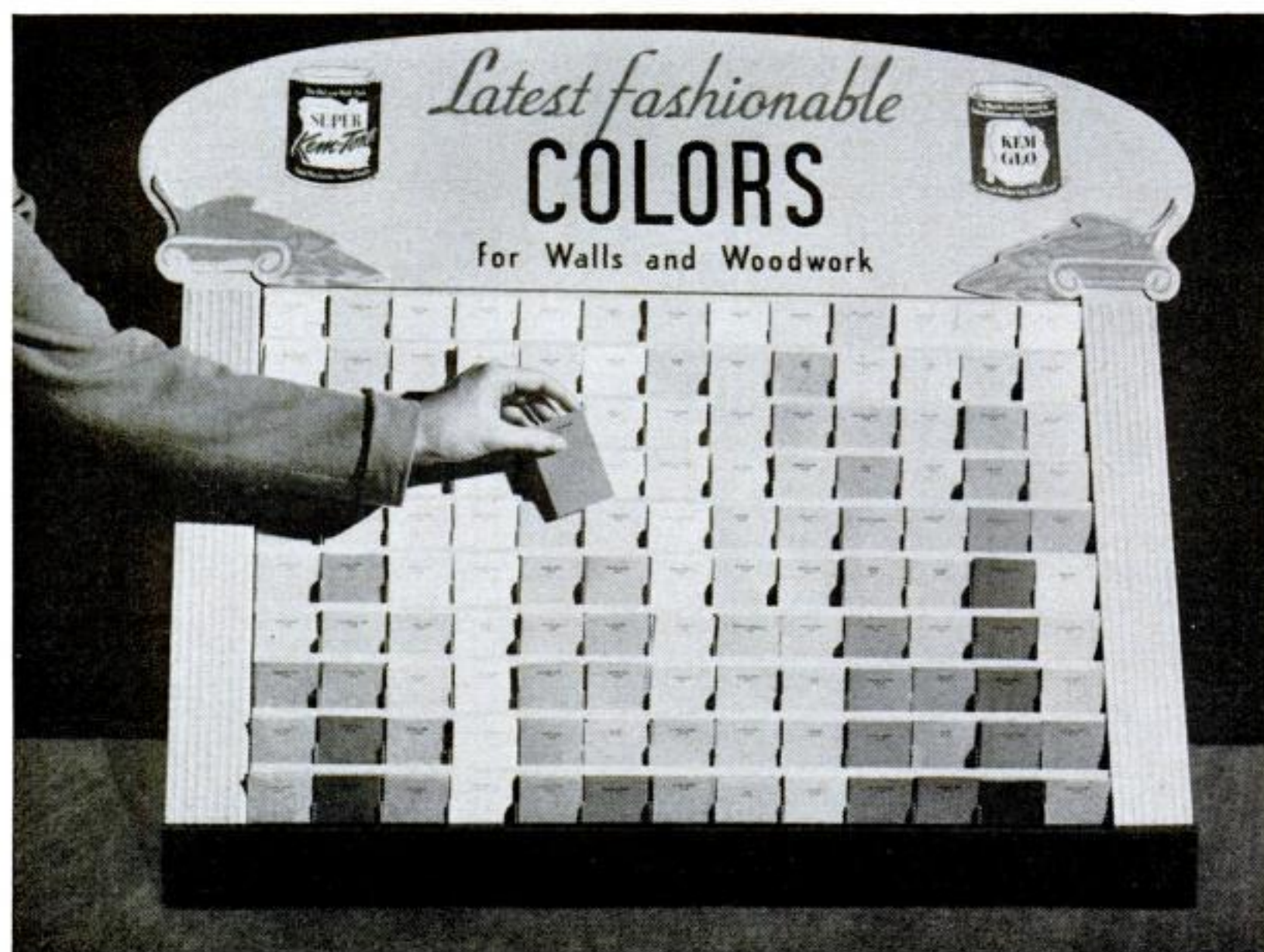
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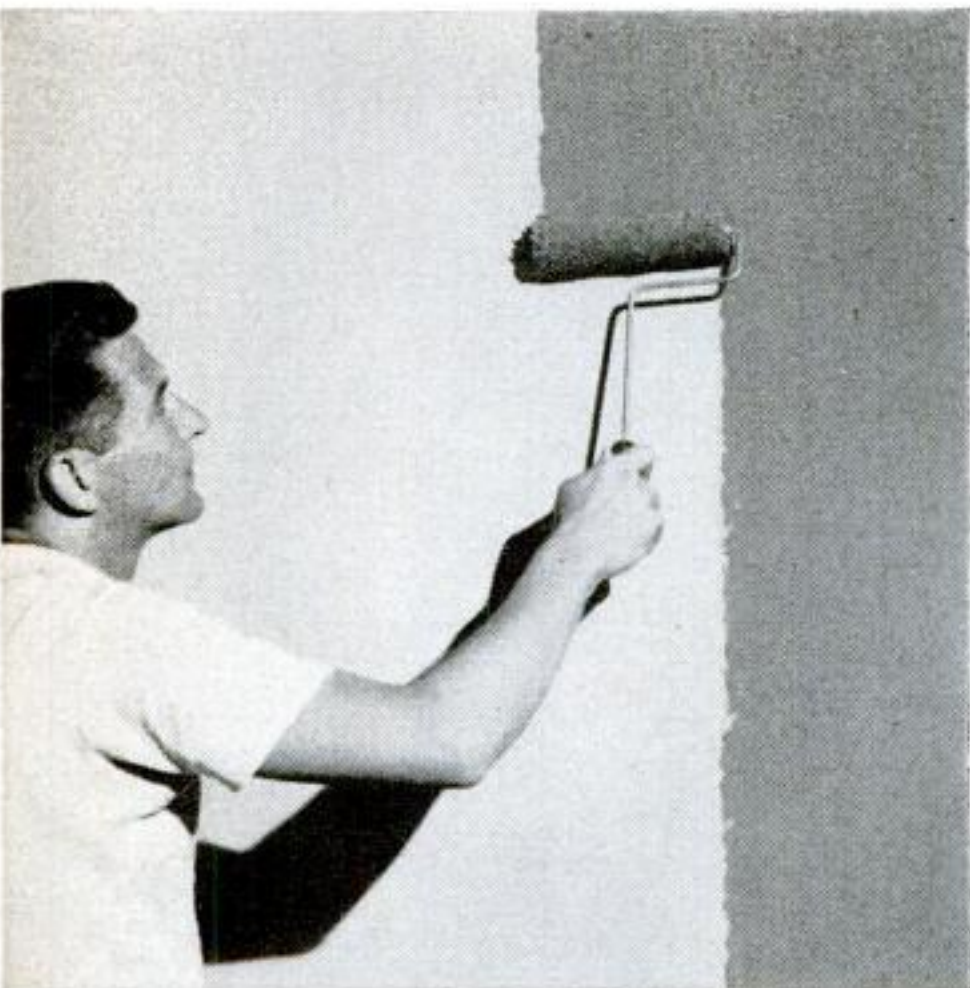
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Anacin® not only gives stronger, faster relief from pain of headache, neuritis and neuralgia—but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today! At all drug counters.

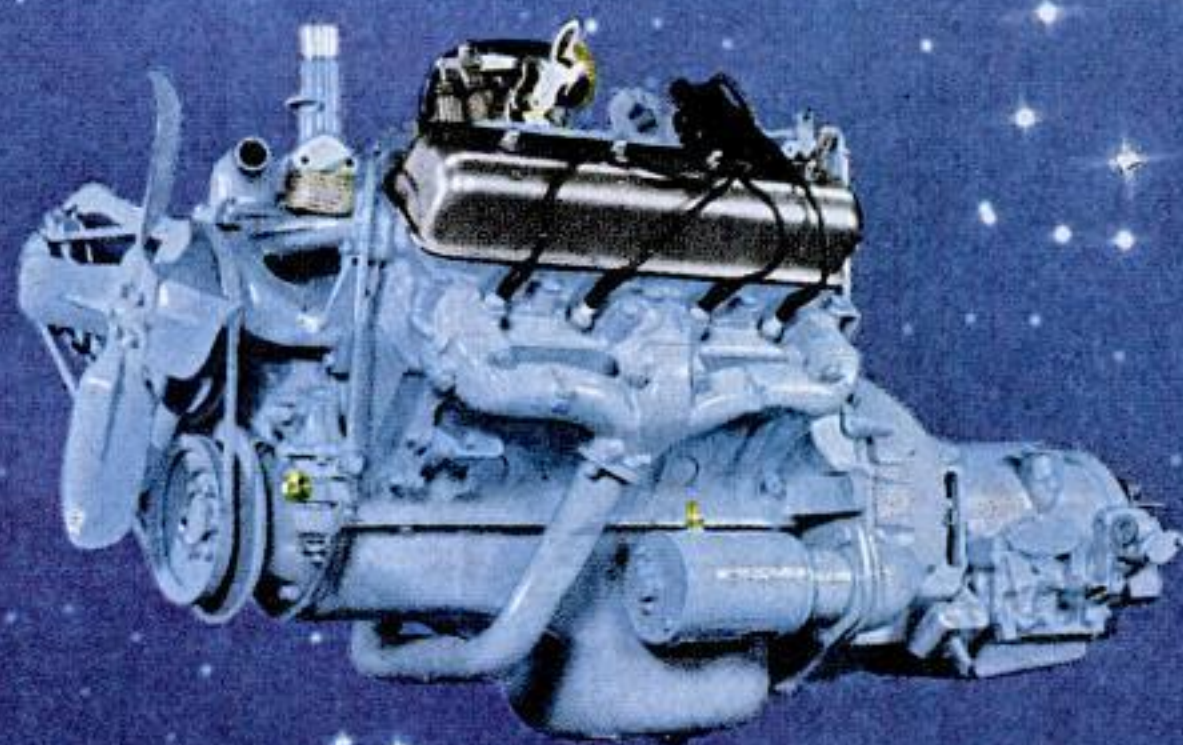


INDIGESTION  
VANISHES!

New Mints, Medically Proven  
Quickly RID STOMACH OF GAS

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast. Your indigestion vanishes! That's because new BiSoDoL® Mints contain incredibly fast BiSoDoL medication—the kind doctors recommend. Don't suffer acid indigestion. Feel wonderful fast with new BiSoDoL Mints. At all drug counters.





# Take the long view of protecting your engine — *It pays off in performance and fewer repairs*

New Mobiloil Special is *specially* made to protect valuable engines . . . *specially* made to help motors perform at their powerful best, mile after mile, month after month . . . *specially* made to help you avoid costly repairs. And remember—New Mobiloil Special is the *year-'round* oil for use in *all* seasons . . . *every* climate . . . *any* car! To get greater smoothness, faster pickup, extra power—and long-range protection—it's worth making sure you get New Mobiloil Special.



## Owners report substantial gas savings, too!

Since switching to New Mobiloil Special, car owners are reporting more miles per gallon from their gasoline—substantial savings in mileage in addition to better performance.

## New Mobiloil SPECIAL

*Sold at Mobilgas Stations, Garages, Car Dealers*





Brand-new Monogram fittings add extra smartness to this beautiful American-Standard bathroom. It costs as little as \$4.13 a week.\*



An extra bathroom in small space only 6 x 7 feet—with all the quality, beauty and color of modern American-Standard plumbing fixtures. Pay as little as \$2.30 a week.\*

## Whether you buy, build or remodel, get the extra convenience of two **American-Standard Bathrooms**

Look to American-Standard for *real convenience* and *quality* in a modern, attractive bathroom. In the room above notice the roominess of the handsome Symphony lavatory, made of vitreous china . . . and the large 5½-foot Master Pembroke bath of satin-smooth enamel fused to rigid cast iron.

There's *more convenience* in an extra bathroom, too . . . and you can probably have one. For there's a variety of types and styles of American-Standard bathroom fixtures to fit your needs. One of these is the square Restal bath, shown at the left. It serves as both shower receptor and regular tub, in space measuring only 36 x 38 inches.

And in both bathrooms, you can now add a final touch of beauty with the new American-Standard Monogram fittings. They offer colored handles and can be personalized with your own initials. Or choose the new Quality fittings notable for their fresh, attractively-modern design.

For more information see your American-Standard retailer. He is listed under "plumbing fixtures" or "plumbing supplies" in the Yellow Pages of your phone book. Or mail the coupon to the left for a copy of the helpful, illustrated idea book. Plumbing and Heating Division of American Radiator & Standard Sanitary Corporation, Pittsburgh 30, Pennsylvania.

\*PLUS INSTALLATION

# AMERICAN-Standard BATHROOMS

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE  
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American-Standard, Dept. PL-75  
Pittsburgh 30, Pa.

Please send me your Bathroom Planning Book. Enclosed is 10¢ in coin to cover handling.

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PLEASE PRINT





# What's your reason for not buying a **MONY** Mortgage Protection Policy?

**DO YOU PUT IT OFF BY TELLING YOURSELF...**



*I'm not sure  
I know how it works.*

**IT'S VERY SIMPLE.** A MONY Mortgage Protection Policy will provide your family with cash which can be used toward paying off your mortgage if you die *before* your payments are completed. It's a form of life insurance which reduces monthly, in step with the usual mortgage repayment schedules.



*I don't think  
I can afford it.*

**DO YOU REALIZE HOW LITTLE IT COSTS?** If for example, you are 30 years old and have 20 years to pay on your mortgage when you start this policy, the annual premium would average less than 60¢ a month for each \$1,000 of your original mortgage principal. A small cost that could make a big difference to your family's future.



*I think we can  
get by without it.*

**ARE YOU SURE?** Naturally, you have fire insurance. Yet, for every house lost through fire, many more are lost because the head of the family died and his mortgage payments couldn't be made. Think how much money you might lose if you were *forced* to sell your house quickly—how your family would be disrupted if you *had* to move.

If you want to pay off your mortgage ahead of schedule, *whether you live or die*, find out about other MONY policies, at higher premiums, which build cash values you can use for this purpose.

**PROTECT YOUR HOME — MAIL THIS COUPON TODAY!**



## MUTUAL OF NEW YORK

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Life Insurance—Accident and Sickness—Hospitalization—  
Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS

**MONY TODAY MEANS MONEY TOMORROW!**

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Broadway at 55th Street, New York 19, N. Y.

I would like FREE information about a MONY policy to cover my needs as follows: (please check)

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| <input type="checkbox"/> Income for my Family     | <input type="checkbox"/> Insurance on my Wife or Children |
| <input type="checkbox"/> Income for my Retirement | <input type="checkbox"/> Tax-free Disability Income       |

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City \_\_\_\_\_ County or Zone \_\_\_\_\_ State \_\_\_\_\_

Occupation \_\_\_\_\_ Date of Birth \_\_\_\_\_

MONY offices are located throughout the United States and in Canada.









Locusts, a plague in Africa since the Bible's times, swept into Morocco this year in the worst invasion in 30 years. Photographer André Sonine took this picture as locusts swooped onto a

field. Finding no food on the newly turned land, the insects flew up while the peasant plowing behind bullocks as his forefathers did in biblical times worked on, ignoring the invaders.





# Are you for your

3,400,000 car owners (more than insure with any other company) prove State Farm insurance gives topnotch protection... rock-bottom rates!

Read what four typical members say about State Farm service! See what they save at State Farm rates!



**Mr. Gene C. Gaudette, Minneapolis, Minnesota**

"I am proud to be a policyholder in State Farm Mutual. After my accident, the State Farm agent went out of his way to help me. Two State Farm adjusters worked overtime to speed my claim. The whole thing was handled very courteously and swiftly."

Mr. Gaudette carries Liability (20/40/5), **MAX** Medical Payments, Comprehensive, Collision (\$50 Deductible), and Emergency Road Service coverage on his 1953 Buick 2-door Special. As of April 1, 1955, he was paying \$100.28 a year with State Farm. At ordinary rates, he would have had to pay \$188.17 for the same coverage.

**Mr. E. M. Poirot, Golden City, Missouri**

"The check from State Farm meant more than the money involved. It meant I had insurance when I needed it. It was like having a friend who stood by when you need a friend. I came to the conclusion that when your company says protection, it means protection. And it looks like you leaned over backwards to give it to me."



Mr. Poirot carries Liability (50/100/5), **MAX** Medical Payments, Comprehensive and Collision (\$25 Deductible) coverage on his 1954 Ford 2-door sedan. As of April 1, 1955, he was paying \$76.08 a year with State Farm. At ordinary rates, he would have had to pay \$125.75 for the same coverage.



**Mrs. Ruth Knight, Paris, Tennessee**

"I have never been treated with any more kindness and courtesy than your men in Paris, Tennessee showed me. When I called and told them of the accident, they took over then and there and did everything they could for me until it was all settled."

Mrs. Knight carries Liability (10/20/5), **MAX** Medical Payments, Comprehensive and Collision (\$100 Deductible) coverage on her 1951 Chevrolet 4-door Styleline sedan. At State Farm rates, she was paying \$70.80 a year as of April 1, 1955. At ordinary rates, the same coverage would have cost her \$92.20 a year.

**Mr. J. C. Sanders, Carthage, Missouri**

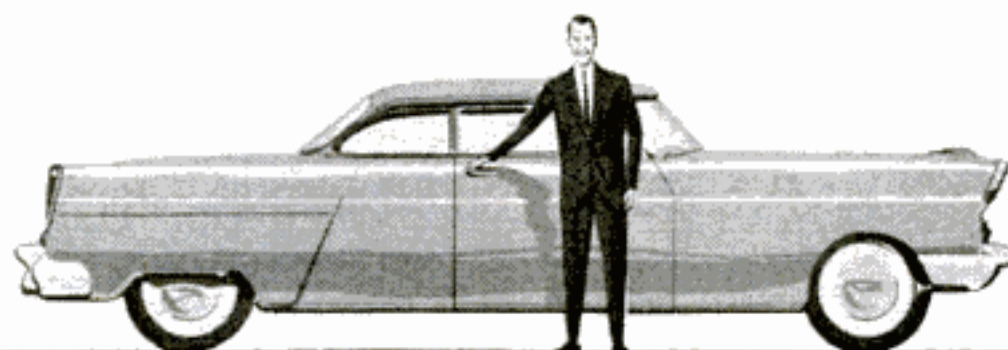
"After my recent accident and lawsuit, I am grateful for having been represented by State Farm Mutual and your attorneys. Their straightforward, undistorted presentation of the facts... the high level on which they conducted the case... obviously helped lead to the favorable verdict. Every contact I had with State Farm agents and representatives has been most pleasant and full of the spirit of service, cooperation, and understanding."



As of April 1, 1955, Mr. Sanders was paying State Farm \$39.12 a year for Liability (25/50/5) and **MAX** Medical Payments coverage on his 1954 Chevrolet 4-door. At ordinary rates, the same protection would have cost him \$45.84 a year.



# paying too much auto insurance?



*If you can qualify for membership with the "careful driver insurance company," why pay higher rates elsewhere?*

In fact, if you use good judgment, common sense, and courtesy behind the wheel, you have already taken the first step toward cutting the cost of your auto insurance. The next step is to contact your State Farm Mutual agent. He'll tell you:

**Why State Farm rates are different from the rates used by most other companies.** State Farm calculates its own rates from the accident records of its *own* members—and not from industry figures compiled by rating bureaus.

**How State Farm's unique "careful drivers only" plan keeps rates low.** In the long run, careful drivers have fewer accidents than reckless, irresponsible drivers. By deliberately seeking to insure careful drivers only, State Farm holds down accident costs. It then passes savings back to its members in the form of low rates. Rates that save policyholders ten . . . twenty . . . even forty percent, compared with the cost of ordinary auto insurance.

**How State Farm Mutual provides fast, fair, friendly claim service in case of accident . . .** service that's just a phone call away. There are now

more than 7,000 State Farm agents strategically located in the United States and Ontario, Canada, to come to members' assistance day or night . . . wherever they live or travel. And agents are backed by 1,000 State Farm claim experts . . . the largest full-time, salaried staff of adjusters in the automobile insurance business.

The record shows that State Farm claim offices pay 90% of routine collision and comprehensive claims within 48 hours of receipt of bills. Every claim is processed with the utmost speed. The objective: to pay *promptly* every dollar that's due—with a minimum of red tape and inconvenience.

## Can you qualify?

If you drive carefully, keep your car in good shape, and use your car for ordinary business or pleasure driving, it should be easy. For complete information, without cost or obligation, talk to any State Farm agent this week. For the name of the agent nearest you, look in the yellow pages of your phone book under "State Farm Insurance."

## STATE FARM MUTUAL

"the careful driver insurance company"

State Farm Insurance is written only by the  
**State Farm Mutual Automobile Insurance Company**  
and its wholly owned affiliates:  
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**State Farm Fire and Casualty Company**

Home Offices: Bloomington, Illinois.  
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7,000 agents in 41 states, District of Columbia, and Ontario, Canada.

### Insurance (cont'd)

#### STATE FARM INSURANCE

Famous careful-driver auto insurance at rock-bottom rates. We insure more cars than any other company.

Fast, fair claim service.  
7,000 agents in U. S. and Canada.  
Also life and fire insurance; residence liability.

"FOR INFORMATION CALL  
DISTRICT MANAGERS



### Insurance

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Hartm  
Kent  
Knud  
M

If your phone book does not list a State Farm agent, write directly to Dept. E-4, State Farm Mutual, Bloomington, Illinois.





"Want to know why I stopped here?  
It's because you sell Quaker State!"

Do you always ask for Quaker State? It's a simple rule to follow, but it pays tremendous rewards in engine performance and protection. For it assures you that the motor oil you buy is highest quality, right for *your* car! Quaker State excellence is twofold. First comes 100% pure Pennsylvania crude, the world's best. Then there's the Quaker State super-refining and modern blending that increase the superiority even more. For *Miracle Film* protection and money-saving endurance, make Quaker State your "Q" for Quality!



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Member Pennsylvania Grade Crude Oil Association

## LETTERS TO THE EDITORS

### PATHS WHITMAN WALKED

Sirs:

I haven't read Walt Whitman's *Leaves of Grass* since my high school days. But now that I've read your wonderful piece, "The Paths Whitman Walked" (LIFE, June 20), I've swallowed the lumps in my throat and tomorrow I'm going to the library. Walt and I are going to become reacquainted.

BETTE BEE BOOKMANS  
Williamstown, W. Va.

Sirs:

What an appropriate name for the photographer of *Leaves of Grass*. I presume you know that Ruohomaa, literally translated from Finnish, comes out "grassland." Was this just a coincidence?

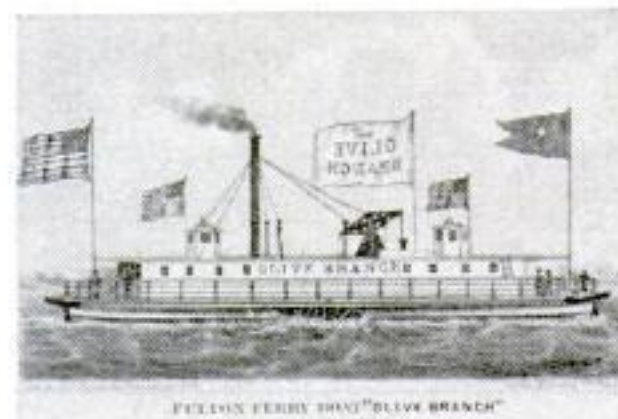
HENRY W. TOMBERG  
Astoria, Ore.

● A happy coincidence.—ED.

Sirs:

In your article on Whitman you show a ferry outbound from Brooklyn and you state Whitman made the trip many times. Actually that is a 69th Street ferry headed toward Staten Island. Do you have a picture of the old-time ferry Whitman really took from Brooklyn to Manhattan?

H. W. RAISCH  
Oak Park, Ill.



FERRYBOAT USED BY WHITMAN

Sirs:

Many visitors wonder at the stark, crude simplicity of Whitman's grave. Whitman personally selected the site for his tomb, the wooded side of a glen at the head of a chain of peaceful lagoons. He requested that the great stone door never be closed and that the area be kept in as near its natural, wild condition as possible.

JOSEPH W. KELLER  
President  
Harleigh Cemetery Association  
Camden, N. J.

### ORATORY IN MISSISSIPPI

Sirs:

As one white who is ashamed of the position of the five candidates for governor of Mississippi ("Angry Oratory in Mississippi," LIFE, June 20), I would like to point out that they bring back memories of a guy named Hitler. I saw a couple of Negro boys die with a stomachful of enemy bullets and since that time I just can't seem to have any tolerance for boys like Barnett or Johnson.

BILL SCRIBNER  
Drumright, Okla.

Sirs:

Such action as was taken by these men was indeed disgraceful but even more disgraceful was the Supreme Court decision which caused this oratory. Whenever nine political appointees sitting on the Supreme Court bench try to change the way of life of 50 million Americans in 21 states

without their consent or approval such things are bound to happen.

J. R. BROWN  
St. Louis, Mo.

Sirs:

Are there only five candidates for the office of governor in Mississippi? Surely in all of that state there is an American citizen who is a lover of liberty, freedom and equality who will respect the decision of our Supreme Court and oppose these five misguided individuals.

BILL DRAWS  
El Campo, Texas

Sirs:

I make no effort to defend Mississippi politics, but was it necessary to use photographs which made the candidates look like backwoods revivalists? "Hacksaw Mary," as Mary Cain is affectionately called down here, is a really lovely woman and the four male candidates, while homely enough, are reasonably personable men in real life.

CHARLES E. SWANN  
Jackson, Miss.

### GOODBY TO 'FAIR TRADE'

Sirs:

Your view on fair trade laws ("Goodbye to 'Fair Trade,'" LIFE, June 20) is understandable. You could not be expected to see the subject through the eyes of the small, independent merchant. Fair trade has made it possible, in spite of chains and super-chains, for the small merchant to survive.

ROBERT T. MURRAY  
Wellfleet, Mass.

Sirs:

Fair-trading is undertaken by manufacturers, not retailers. Manufacturers have little interest in making things easy for slothful sellers, which LIFE indicates as the reason behind fair trade. Manufacturers fair-trade their products in search of one result: additional sales. The specific appeal of fair trade lies in eliminating for the retailer the variety of prices in the same community on the same product. With this obstacle removed, more satisfied retailers will inevitably carry the manufacturer's product, and with more outlets there will be additional sales.

ARTHUR REIS JR.  
President  
Robert Reis & Co.  
New York, N.Y.

CONTINUED

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 you'll find Long Distance  
 will add pleasure  
 and peace of mind  
 to your whole  
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Telephone ahead to make  
 reservations. Telephone to be sure  
 of seeing friends along the way.  
 Call home to keep in touch . . .  
 to let family and friends know how you are.  
 It's quick and easy.  
 And it costs so little.

#### LONG DISTANCE RATES ARE LOW

Here are some examples:

Detroit to Niagara Falls, N. Y. . . 60¢  
 Cincinnati to Washington, D. C. . . 85¢  
 Denver to Laguna Beach, Cal. . . \$1.30  
 New York to Miami . . . . . \$1.45  
 St. Louis to Grand Canyon, Ariz. \$1.50

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

Call by Number. It's Twice as Fast.

BELL TELEPHONE SYSTEM







## We Couldn't Make General Nygen<sup>®</sup> Tubeless Tires Blow Out

We equipped a car with General Nygen Tubeless Tires and drove, back and forth, across dozens of rail-road tracks in one of America's largest freight yards. You'd expect a blowout at some point, under such conditions. But nothing happened.

And there was no air loss at the rim, even under these extreme deflections. The tires might just as well have been foam rubber . . . yielding to every bump, but strong as steel cables. Ask your General Tire Dealer for a demonstration.

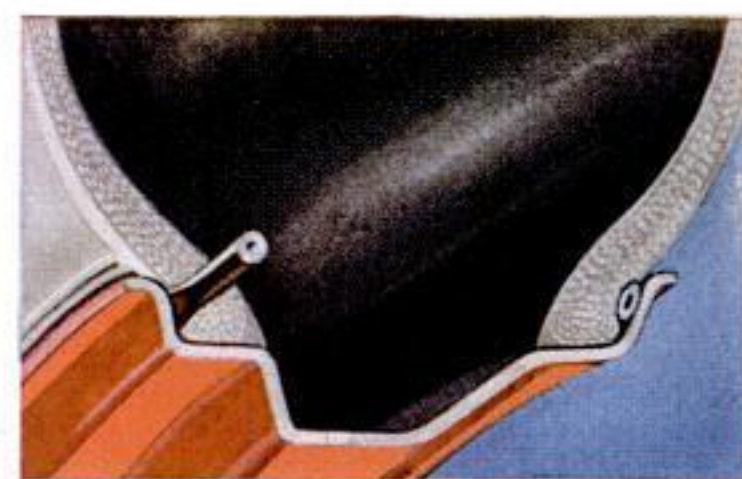
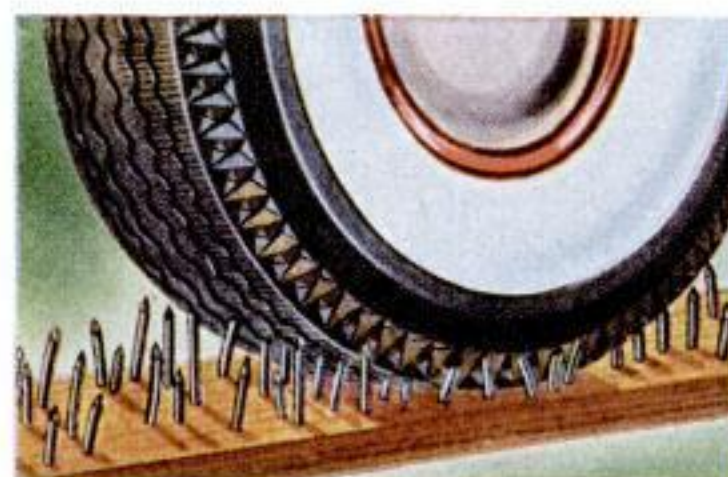


15,000 cross-tread "squeezes" add cat's-paw sureness for quick, safe stops.



The General Tubeless Tire fits your present wheels

Forget flats from punctures because the General Tubeless seals as it rolls.



Only General has the "O-ring" Pressure Lock—a positive air-seal at the rim.



# LETTERS TO THE EDITORS CONTINUED

Sirs:

No manufacturer is required to "fair trade" any of his products. No retailer is required to buy a "fair traded" product. No merchandise can be "fair traded" unless it is in open and free competition with other products of the same general class.

MAYER SIMON

Cincinnati, Ohio

● LIFE likes to see all small businessmen prosper, but dislikes any restraints upon free trade and competition as being incompatible with the general American system of freedom. Manufacturers and retailers are entitled, wherever the law permits, to make a joint contract to maintain a given price structure. But many state "fair trade" laws seek to impose these contracts on merchants who have not joined them. No one condones selling below cost as a means of killing competition (antitrust laws already forbid it, and their effective enforcement is the answer to any violations). But any price that needs permanent policing to be maintained is probably too high to create the sort of mass-volume, low-unit-cost kind of market on which U.S. business, small as well as big, has grown great.—ED.

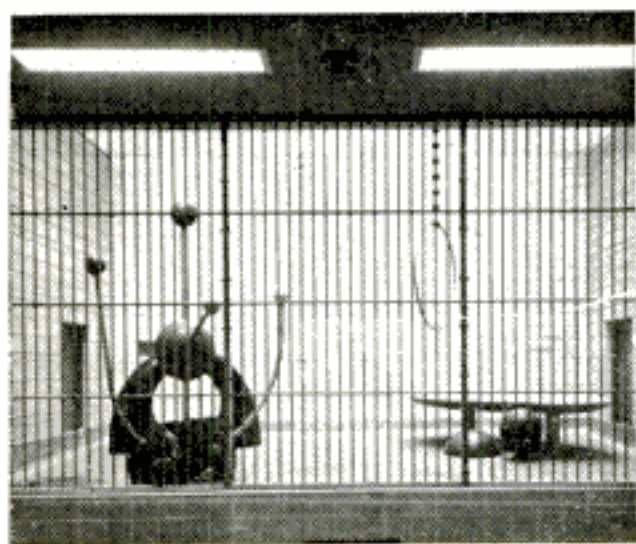
## MODERN FURNITURE FOR APES

Sirs:

Your delightful story, "Modern Furniture for Anthropoids," (LIFE, June 20), shows close-ups of the monkeys tumbling and playing with their modernistic furniture. Here is a picture I took of a whole cage as the visitors to the Detroit zoo see it.

MAURICE C. HARTWICK

Detroit, Mich.



MODERN APE CAGE

## GAMBLING TOWN PUSHES LUCK

Sirs:

Having just arrived home from Las Vegas, to a Hoosier like myself those gambling tables *always* looked crowded ("Gambling Town Pushes Its Luck," LIFE, June 20). Oh, what a fabulous place.

MRS. ARTIE M. OWEN, JR.

Evansville, Ind.

Sirs:

Las Vegas in one week displays more entertainment and talent than does the whole eastern seaboard in a full season. The "new breed of visitor" pays good American dollars for "quarters, food and shows," and when he doesn't gamble, at least he returns to the city to advertise what this fabulous town has to offer.

ALLAN STONE

Flintridge, Calif.

Sirs:

This is Nevada's prime evil: the murmuring "creep" and the "pigeon." Lost Vagus is the sort of a place that I'd rather be dead than live in.

PEGGY DOBBRATZ ABERNETHY

Rutland, Vt.

## MUSIC FOR THE DEAF

Sirs:

"Touch of Music for the Deaf" (LIFE, June 20) points up dramatically one way that children born deaf are exposed to meaningful sound and thus helped to speak. Although sight will continue to be the major medium for the development of speech by the deaf, the sense of touch is used extensively in most schools for the deaf here and in foreign lands.

CLARENCE D. O'CONNOR

Alexander Graham Bell Association for the Deaf  
Washington, D.C.

## WALLED-IN WORLD

Sirs:

I should think Mother Catherine Thomas of the Carmelites ("Walled-in World," LIFE, June 20) would be embarrassed because you put her in a monastery instead of in a nunnery or a convent. Remember Hamlet said to Ophelia, "Get thee to a nunnery."

ROBERT HUNTER

Philadelphia, Pa.

● Though the term monastery is usually associated with monks it is also applied to the houses of certain orders of nuns, generally those who have taken particularly solemn vows and enjoy a considerable degree of autonomy. The term "nunnery" is rarely used by the Church today.—ED.

## SKIERS BEAT UP BUILDING

Sirs:

When windows are so expensive you think there's a luxury tax on them and plumbing fixtures cost as much as Dresden china you wonder about their destruction ("Snowless Skiers Beat Up Building," LIFE, June 20) to amuse a bunch of bored skiers. America's waste today of gas, light, water, cars, food and even houses is too much. I may belong to a past era that lives by the rule "Waste not—want not," but I still think it is a good rule to teach our children.

MRS. W. B. WILLIAMSON

Lake Charles, La.

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- Use it to set up a business, buy rental property, invest as opportunity arises.

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\$37,200\* CASH  
or \$200 a Month for Life

What do you want from retirement? A new exciting life in Florida or some other part of the country? Travel? To run a farm or open a shop of your own? Or just to have plenty of leisure time to do what you want when you want—with no money worries?

Whatever your dreams of retirement are, you can begin *now* to plan for them. You needn't wait too long to retire. Needn't scrimp along in the years you should be enjoying.

Yes, now it is perfectly possible for a man of forty, or younger, to retire at 60—five years ahead of Social Security—with an income of \$200 a month or more. Or, if he prefers, he can choose to retire at 60 with a lump sum in cash. He's guaranteed a minimum of \$37,200\* in cash.

At the same time, from the day he

starts his plan, he can have peace of mind, knowing that if anything should happen to him—he leaves his family with at least \$25,000. For the plan includes liberal life insurance protection from the start.

There's just one secret. It's starting young enough. Waiting even a few years may make it too late.

You owe it to yourself to learn more about this new way to retire. Look into it today. Just clip the coupon below. Fill it out and drop it in the mail. Without charge, and with no obligation, you'll receive a booklet telling all about Phoenix Mutual Plans. How you can get an income of \$10 to \$300 a month or more—or a substantial sum in cash.

\* Guaranteed value at retirement age. Dividends, if allowed to accumulate, will increase this amount substantially.



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GUARANTEES YOUR FUTURE

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*Fresh* contains the most effective perspiration-checking ingredient known. And Fresh has a

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For an air of freshness use Fresh Cream Deodorant every day. And you can't help but be . . . lovely to love, always.

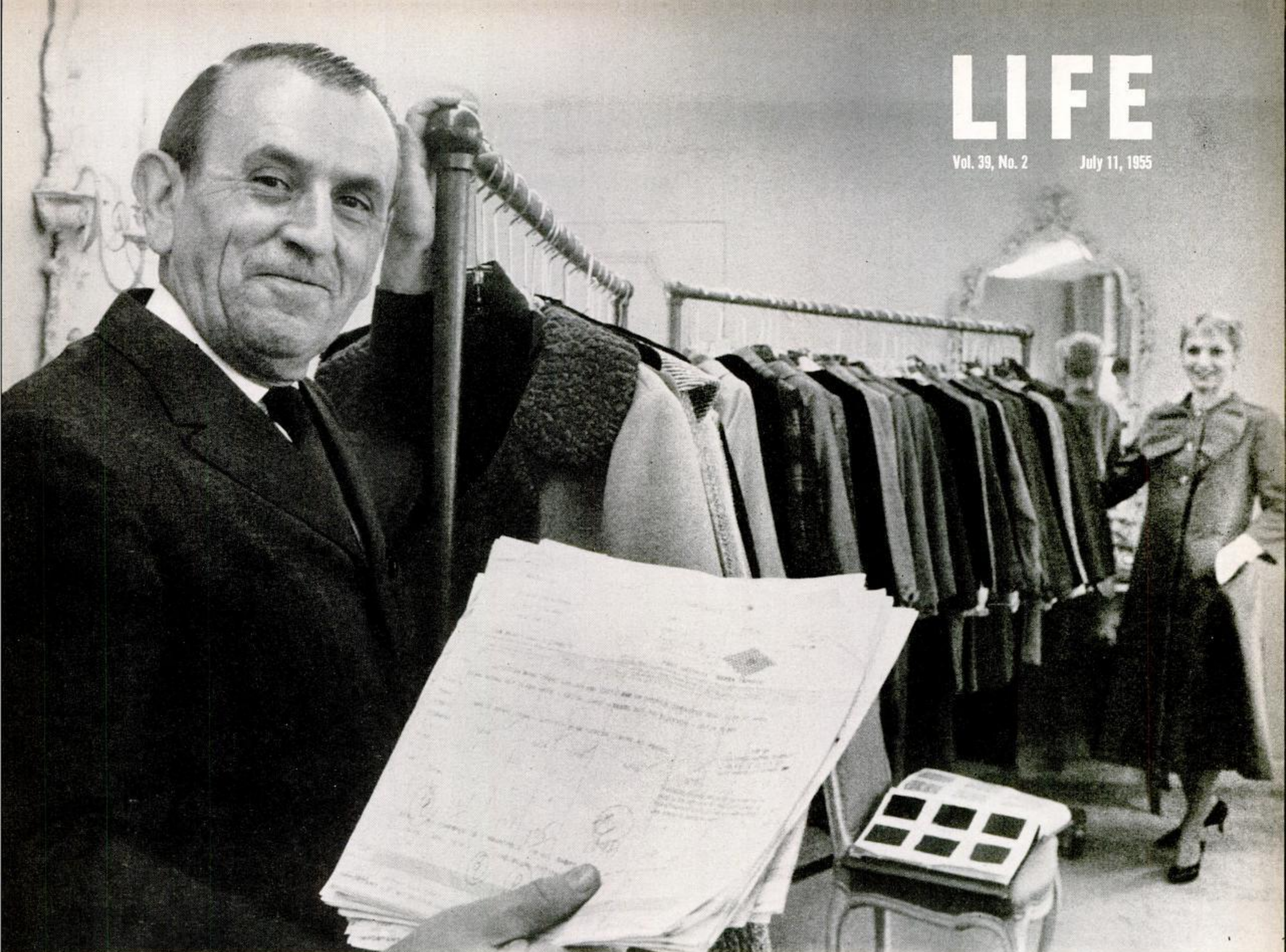
*Fresh* is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.



*Fresh* contains the most effective perspiration-checking ingredient known

A *Fresh* GIRL IS ALWAYS LOVELY TO LOVE





SEVENTH AVENUE'S HIGH-PRICED COAT AND SUITER BEN ZUCKERMAN STANDS WITH BIGGEST SALE, AN I. MAGNIN ORDER REPRESENTING \$65,000 TO \$70,000

# GLAD TIDINGS ABOUT GLAD RAGS

The boom that brought the beam to the face of Ben Zuckerman (*above*) has also brought to New York's garment trade a prospect of profits beyond its wildest dreams—and longest memories. The two late-June weeks which closed the fall showings were the greatest weeks Seventh Avenue had ever known. The U.S. ladies' wear industry, of which Seventh Avenue is the heart, promised to shoot over its past peak of \$8 billion.

From all over the prospering U.S. buyers had come to the collections well heeled and expectant. But they were astonished and delighted at the attractiveness of the new clothes. The wholesalers had set out their wares confidently. Still they were dazed by the torrent of orders. But most

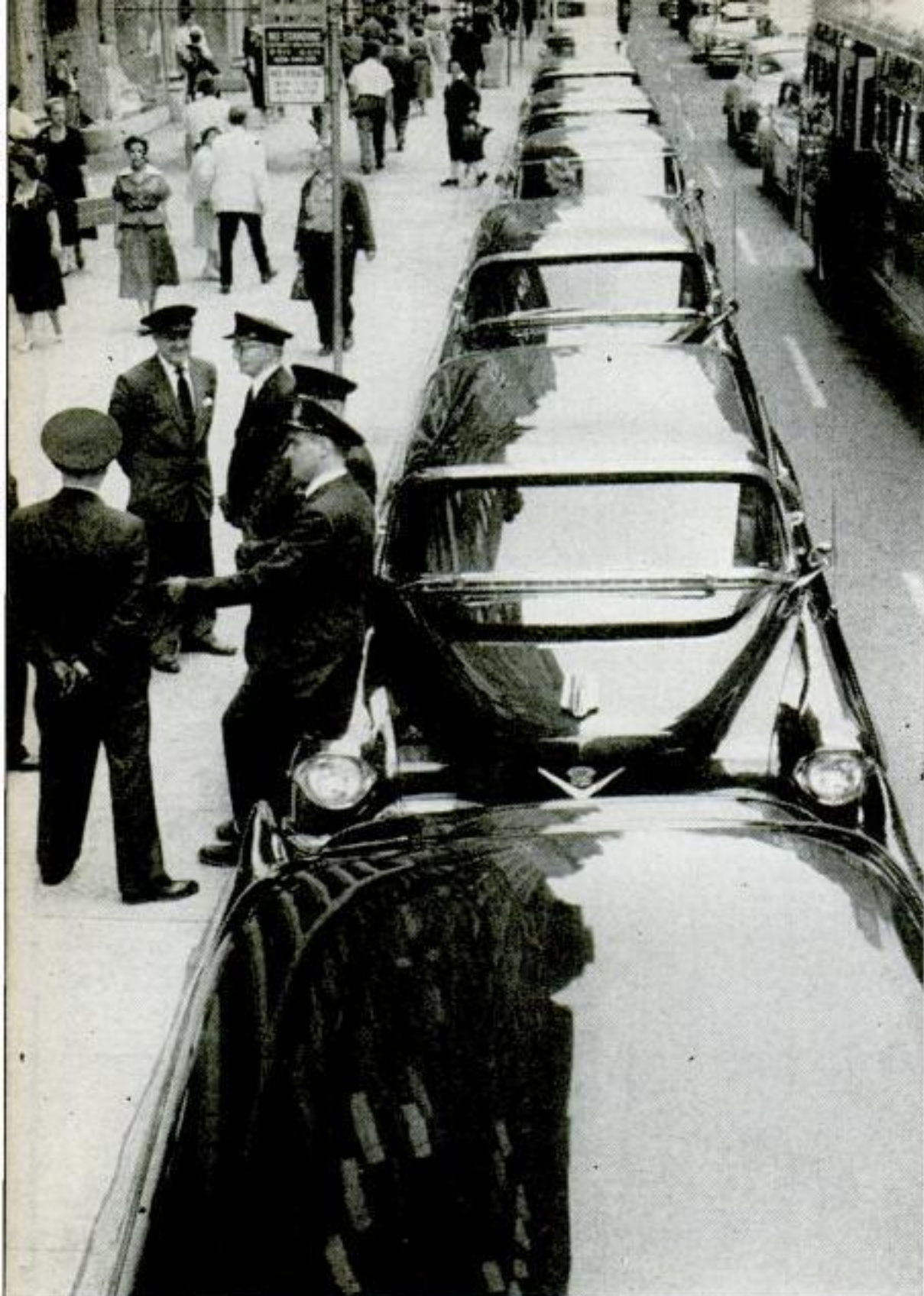
astounding of all was the way the boom hit the luxury lines. In dresses that would retail at \$100 or over, business was positively staggering—up as much as 60% over last year. One buyer ordered five cocktail dresses per steady customer, insisting no store was going to be stuck with party dresses this season. A manufacturer of \$10,000 mink-lined vicuna coats figured he would run out of vicuna before he ran out of customers.

In this melee of elegance buyers singled out opulent cocktail dresses, accepted some tricky new lengths. With orders in, the frenzy of the showings would turn into steady production and by September the Seventh Avenue smile would be marked up to the retail level all over the U.S.

ON SEVENTH DAY OF SHOWING, CAPACITY HOUSE LOOKS OVER \$175 HARVEY BERIN COCKTAIL DRESS. OVERFLOW AUDIENCE SAT IN ADJOINING STOCKROOM







## LIMOUSINES, CHAMPAGNE, FREE LUNCH



**SEVEN CADILLACS** waiting outside Dior, New York, were hired by Seventh Avenue manufacturer to whisk delayed buyers 22 blocks to his opening. This was busiest day when there were 65 openings.

**EXPENSIVE REFRESHMENT** was dispensed by Samuel Winston (*glasses, center*) who offered champagne (and salted peanuts) to buyers at his show and even to buyers headed for other firms on floor.



**ELEGANT BROCADES** were used by Larry Aldrich for five cocktail dresses which will sell for \$135 to \$165. Aldrich devoted half his line to dressy clothes, says sales are a third better than last year's.

**MINK-LINED SPORTS CAR COATS** to sell at \$9,000 were shown by Originala. Firm's president (*glasses*), showing coat to Henri Bendel's president and buyer, expects to sell 150 in its three versions.





## HELPED TO KEEP THE BUYERS BUYING



**MAKING CHOICES**, buyers clogged showrooms long after closing hours. Here at Winston a buyer from Des Moines (*left*) and two from Fresno, Calif., another from Houston finish placing their orders.

**TIRED EYES** are soothed by Pam Dowdey of Dallas' Neiman-Marcus after 10 days of showings. Box lunch (*on lap*) was served by Grenelle, successful new firm which drew 1,100 to see second collection.



**RADICAL NEW LENGTH** was shown by Ceil Chapman in dinner dresses she called "Castle Walk," after Irene Castle. Hem dips extremely. Style caught on with the buyers who ordered several thousand.





**TO SHOW OFF SWEATERS** at Geist & Geist two models displayed a sweater a minute, delivering own sales spiel. Above left: Barbara Nitti manages drink

between outfits. Center: she and Gloria Lydon struggle with sweaters. Right: they avoid collision in showroom dash. Geist's \$30 sweaters are selling fastest.



**NINETEEN FLOORS ABOVE SEVENTH AVENUE SWEATER MODEL GLORIA LYDON, FLOWN IN FROM FLORIDA, MAINTAINS TAN WITH AN ALUMINUM SUN REFLECTOR**



## FOR MODEL OR STAR, THERE WAS NO LETUP

The big buying also engulfed smaller operations like the sweater business (*above*) where the traffic jams and the rush for high-priced lines kept up with the rest of the market. But in the bustle and the mass tumult the brightest star was the young California designer, James Galanos (*LIFE*, Nov. 22, 1954) who set up in a small hotel ballroom and showed a collection which sparked Seventh Avenue's whole enthusiastic buying spree. Early in the show applause from the spectators broke out spontaneously,

swelling until, in an almost unprecedented moment in American dressmaking, the country's hard-boiled fashion pros were on their feet, clapping and cheering.

The elegant simplicity of Galanos' clothes characterized the season as did the impressive prices \$175 to \$1,500. Working 14 hours a day for three weeks, Galanos finally got out of town with his orders and, with all the other phenomenally successful wholesalers, turned to the job of delivering the fabulous goods.

**STYLISH ENDING** to season was Fashion Group luncheon and show at Waldorf attended by 1,645.

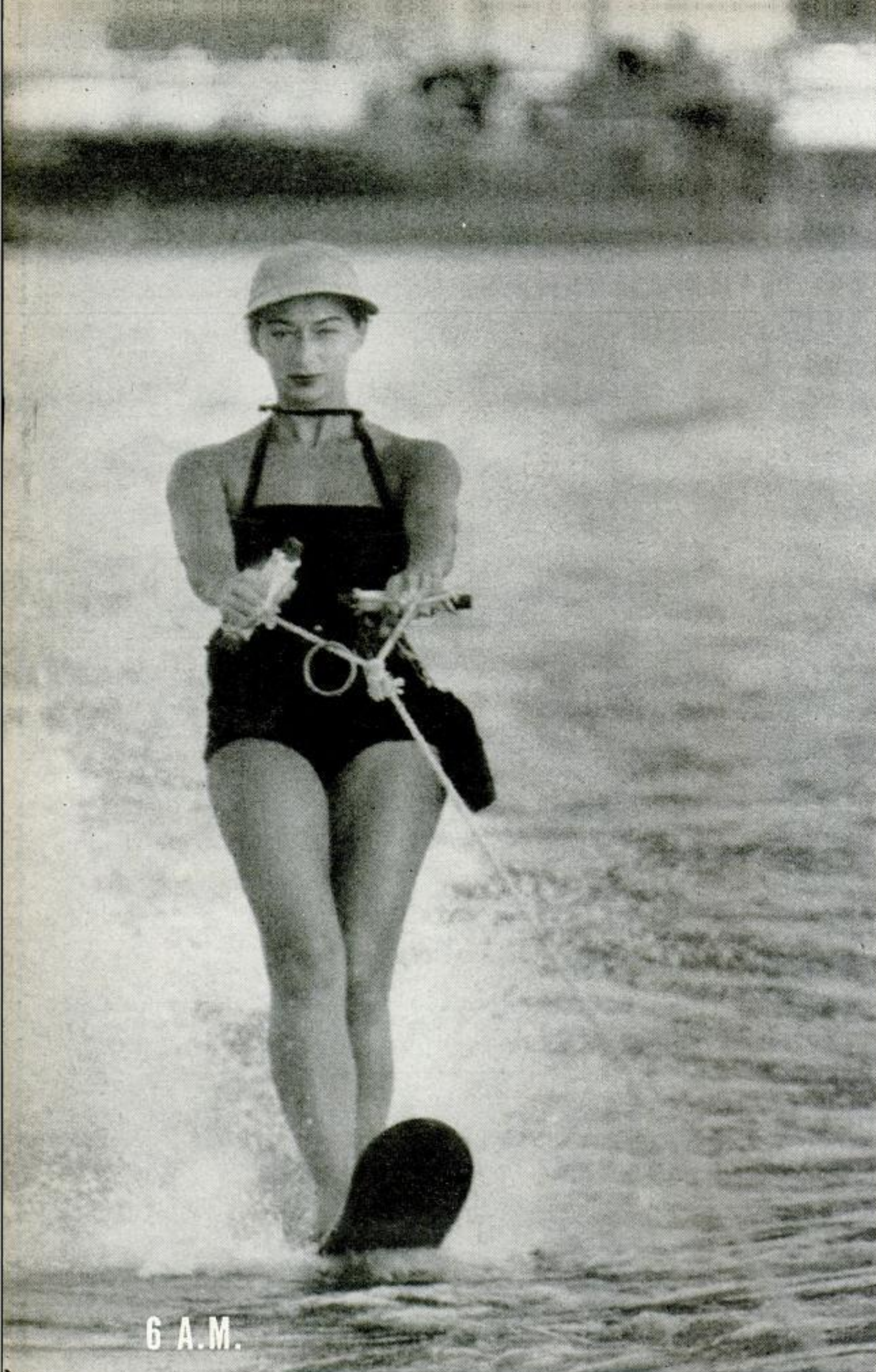
**HIS OWN SALESMAN**, Galanos shows best-seller → to Blum's of Chicago at 8 a.m. in his hotel room.







# A LOOK



6 A.M.

## A LONG PASSAGE FROM MIAMI TO NASSAU ON ONE WATER SKI



8 A.M.

"Just to see if I could do it," 22-year-old Delores Kipple of Miami Beach set out to travel 200 miles from Miami to Nassau on one water ski. Leaving at 6 a.m., pulled by a 26-foot cruiser, she had smooth sailing for a while



## A TEDDY BOY COMBO OF FAMOUS MEN

Sticking out their tongues (*left*) at a distinguished British audience that included Princess Margaret, a distinguished trio of Thespians—John Mills, Danny Kaye and Sir Laurence Olivier—warbled lyrics at a charity show spoofing the Teddy Boys, juveniles who dress in a kind of bebop Edwardian elegance.

## SNOWY FLAKES AT A SUMMER'S BLAZE

In the summer heat near Topeka, Kan. a car backed into a pump, setting the gasoline afire. Firemen from Forbes Air Force Base fought the blaze with foam that seemed to fill the air with some unseasonable snowflakes—but checked the fire.



# AT THE WORLD'S WEEK



at the end of a 75-foot towline. But at 8 the water in the Gulf Stream turned choppy and she signaled the towboat to slow down. Even at reduced speed the going was rough and at noon she was dead tired but

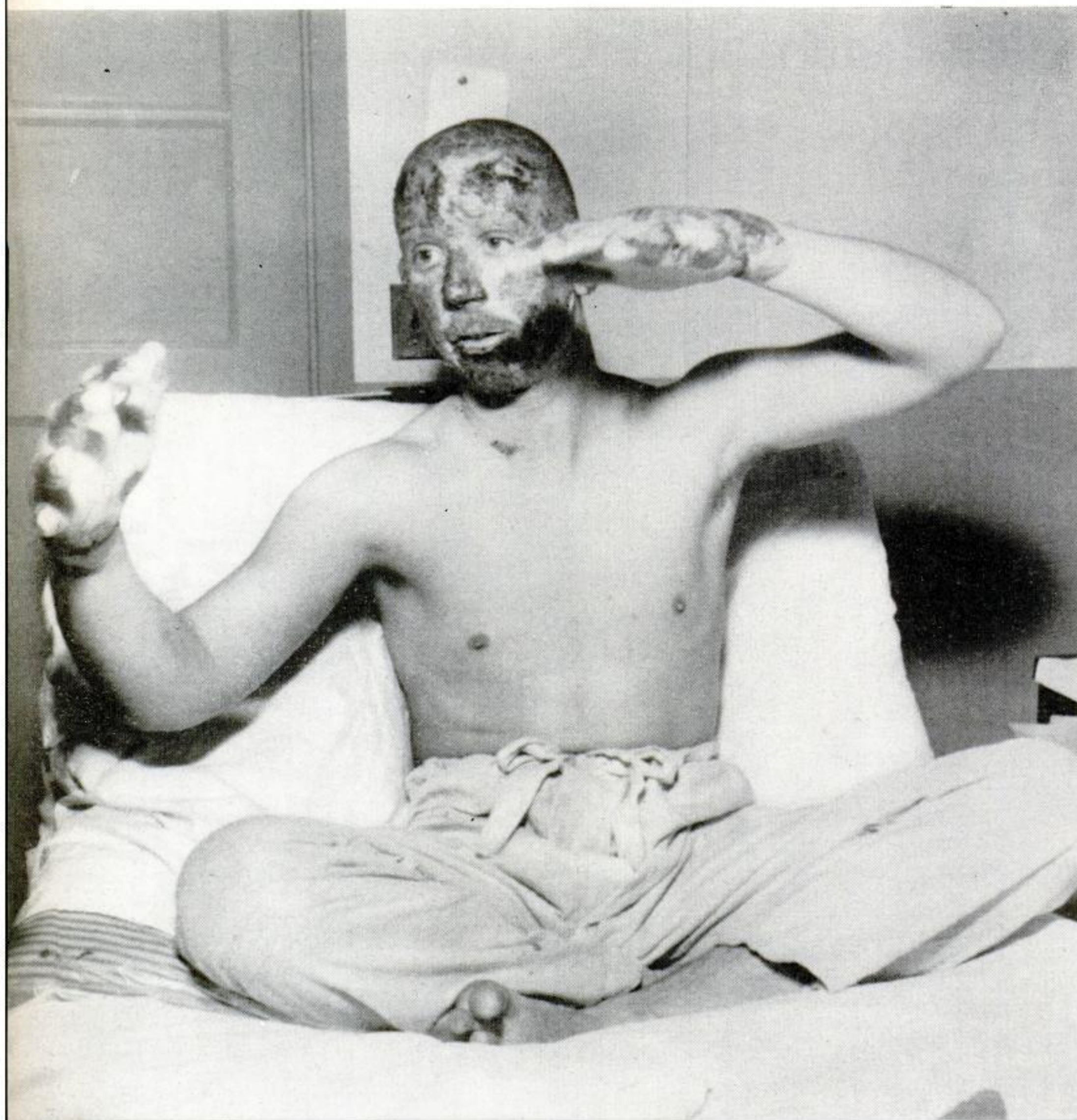


holding on. With only a few minutes to go (*right, above*) she seemed near unconsciousness. After 10 hours and 25 minutes she was on the beach at Nassau. "I made it," she said, "but I'll never be the same again."



CONTINUED





## BURNED VICTIM OF INTERNATIONAL INCIDENT

Waving his burned hands, Navy airman Donald Sonnek of Minnesota Lake, Minn. described MiG attack which downed Navy patrol plane over Bering Strait June 22. As Sonnek and six injured fellow crewmen convalesced in Anchorage, President Eisenhower and Secretary of State Dulles minimized the incident and Russia's Molotov offered to pay half the damages.

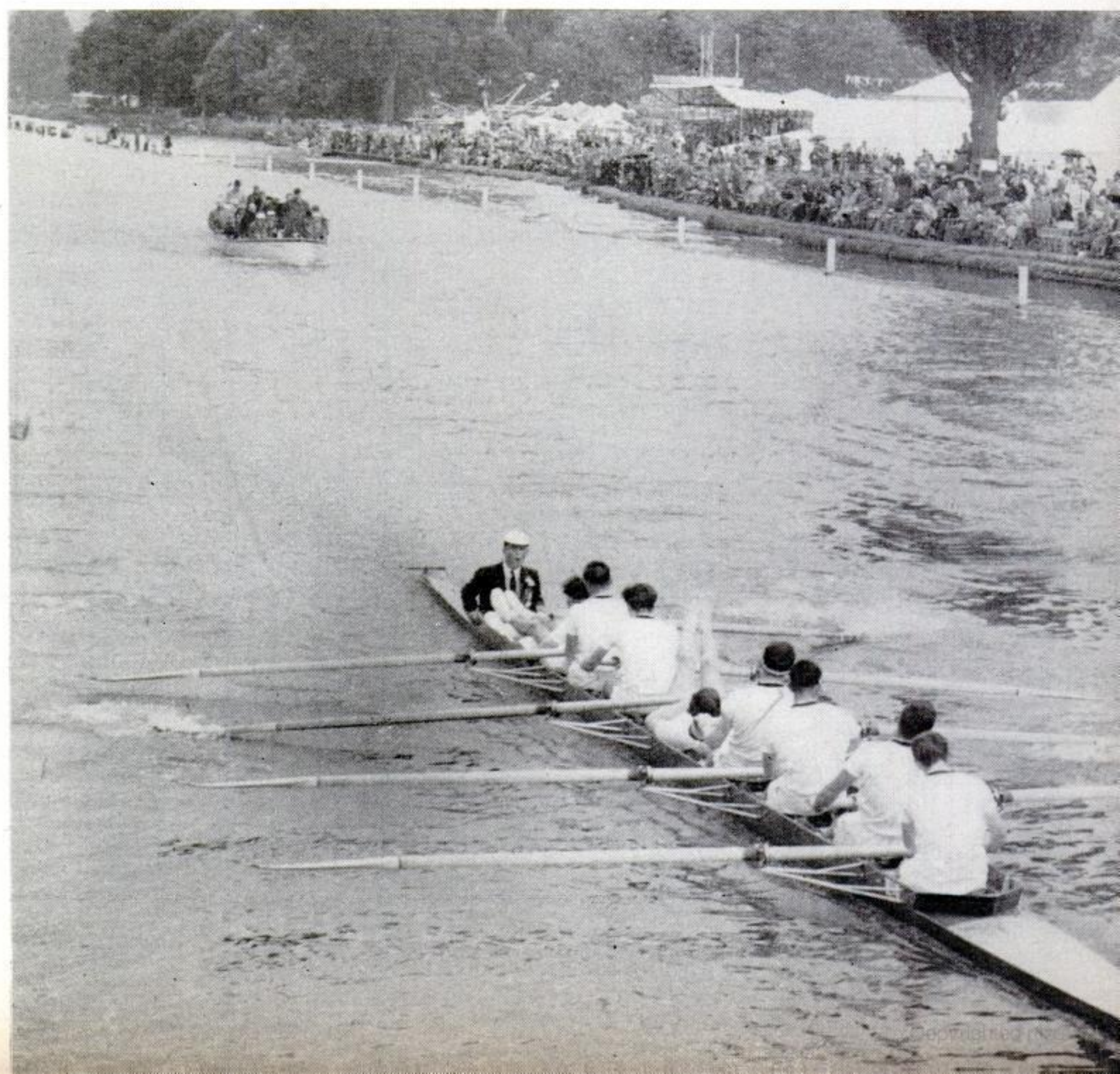
## PAIR OF BOBBLES AND A BOBBING BOATER

As the crews of King's School (*left*) and Methodist College (*right*) strained toward the finish at Henley, England, rival oarsmen committed a unique double bobble. A King's man caught a crab and flopped in the boat bottom only a few moments after a Methodist man caught a crab and flipped himself into the Thames, where he bobbed helplessly while his boat lost.



## U NU'S 'LONGYI' AND A SHY U.S. MISS

Washington's steamy weather was appropriate for the airy *longyi* robe of Burma's Premier U Nu making a state visit to the U.S. But it seemed so farfetched to 5-year-old Gail Merrifield, who met the premier while sightseeing, that she fled into her mother's skirts, refusing his handshake. But later she waved goodbye.

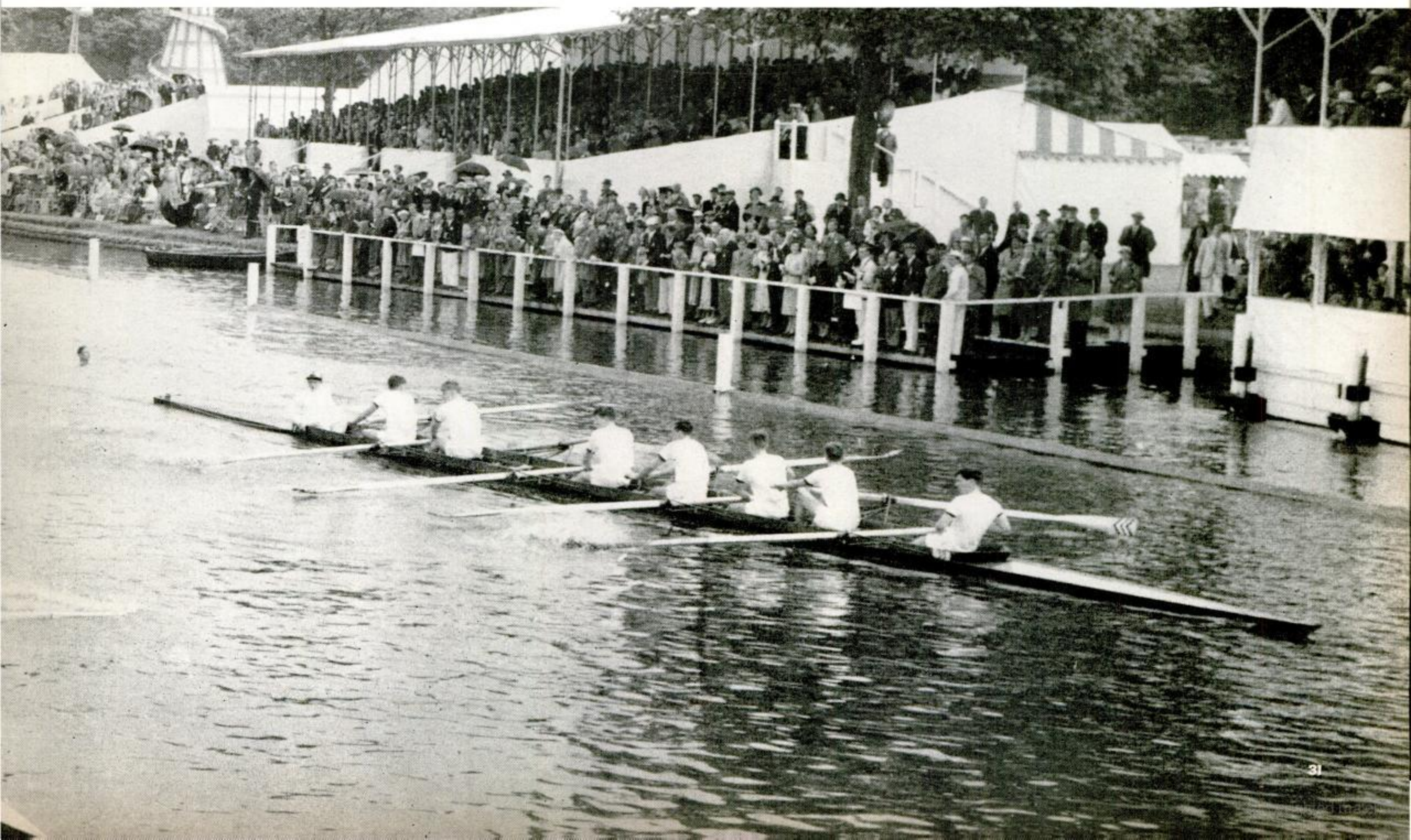






## A STATESMAN'S REPORT → AND GOODBY

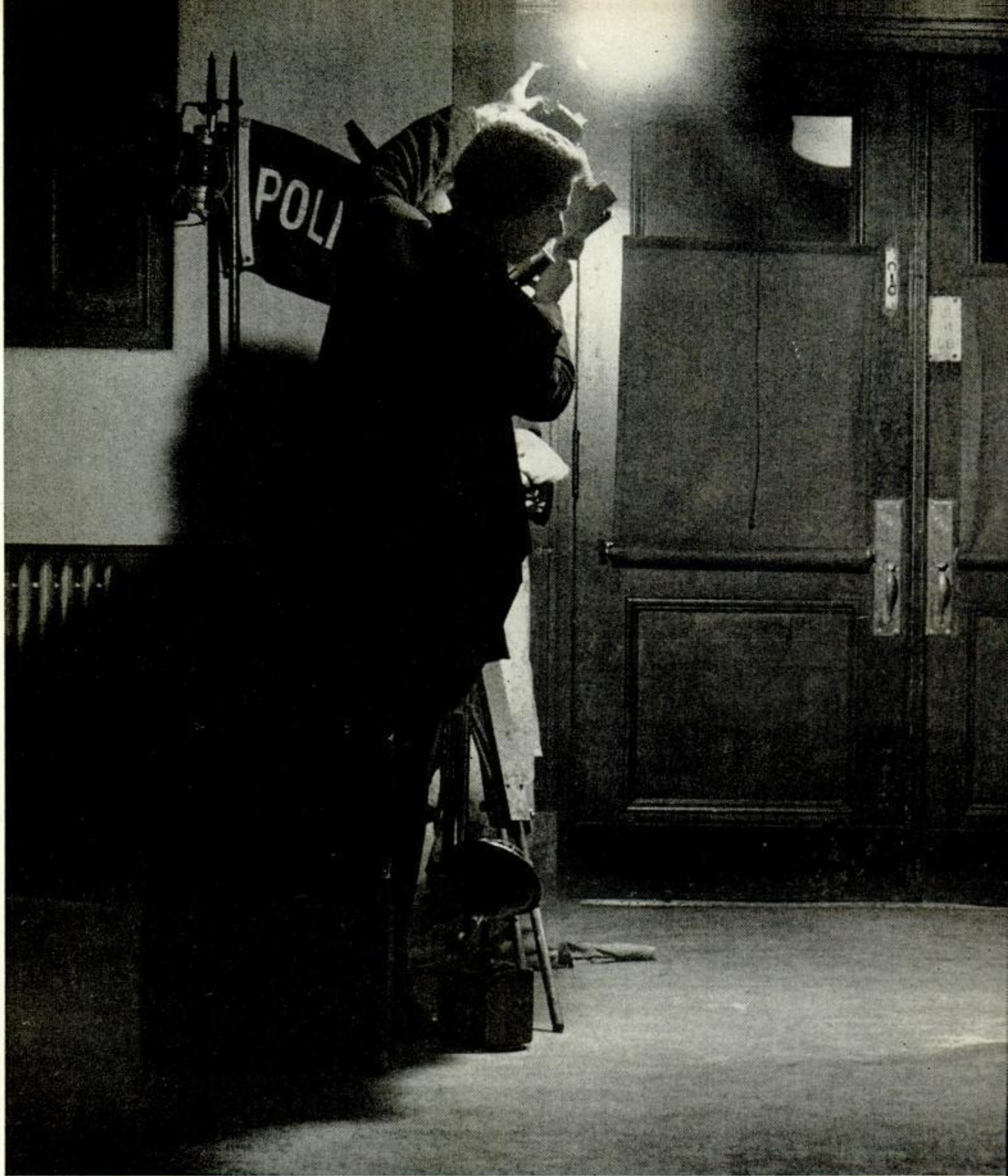
A monumental public career, starting 40 years ago when he headed Belgian war relief, seemed near its end as former President Hoover, now approaching 81, closed his second great study on government reorganization. It would be, he indicated, his last major public duty. "I think," he said to reporters, "I've done my share."







**AT HER SON'S BIER** a mother weeps for Carlos Luis Feliciano, slain by a member of the Seminoles gang. His body was flown to Puerto Rico for burial.



**SPRAWLED ON FLOOR OF A PRECINCT HOUSE**, JOHN SECOR, 14, IS PHOTOGRAPHED BY POLICE CAMERA.

**SEARCHING SHRUBBERY**, POLICE LOOK FOR PISTOL USED TO KILL ARTHUR HENLEY. THEY FOUND A CARTRIDGE, LATER RECOVERED GUN FROM FRIEND OF KILLER







HE MANAGED TO CRAWL THROUGH FRONT DOOR BEFORE HE DIED OF A STAB WOUND IN THE ABDOMEN



SILHOUETTE ON SIDEWALK, drawn in chalk by a detective, shows where Arthur Henley, 16, fell with a bullet in his head. He died in a hospital.

# TEEN-AGE TERROR ON THE NEW YORK STREETS

**An epidemic of juvenile violence erupts in three senseless deaths**

Juvenile delinquency, a nagging problem in the U.S. today, erupted in murderous violence in New York City. Hoodlum gangs, as battle-wise as infantry platoons, prowled the dark streets of East Harlem and Brooklyn spoiling for combat with rival gangs. In senselessly brutal incidents three teen-agers died at the hands of other teen-agers.

Because he had knifed a member of an East Harlem gang called the Dragons in a fight over a 14-year-old girl, a 17-year-old boy (*above, left*) was assassinated.

In lower Manhattan a 14-year-old boy was stabbed after he had boasted he could wrest a knife away from an acquaintance. He groped his way into a police station and died (*above, center*). In East Harlem two boys fought over an insult. One—a gang member—whipped out a pistol, said "I'll burn you!" and sent a bullet into the brain of the other, leaving him on the sidewalk to die (*above, right*). The warped nature of the teen-age terror is disclosed on the next page in a gang member's own words.



LINED UP UNDER LIGHTS in a Harlem housing project, teen-agers await police cars which will take them to the station for questioning. Henley had

attended a graduation party with them at a nearby apartment, was slain when he stepped outside to fight another guest whom he had called a "punk."



## A YOUTHFUL MEMBER TELLS THE STORY OF A GANG EXECUTION



Benjamin Olivo, a member of the Seminoles, tells LIFE Reporter James Goode how the gang got revenge on an enemy:

"I had just come back to 111th Street from school . . . when 'NoNo' Granna came running up and said, 'Johnny's been stabbed by Feliciano.'

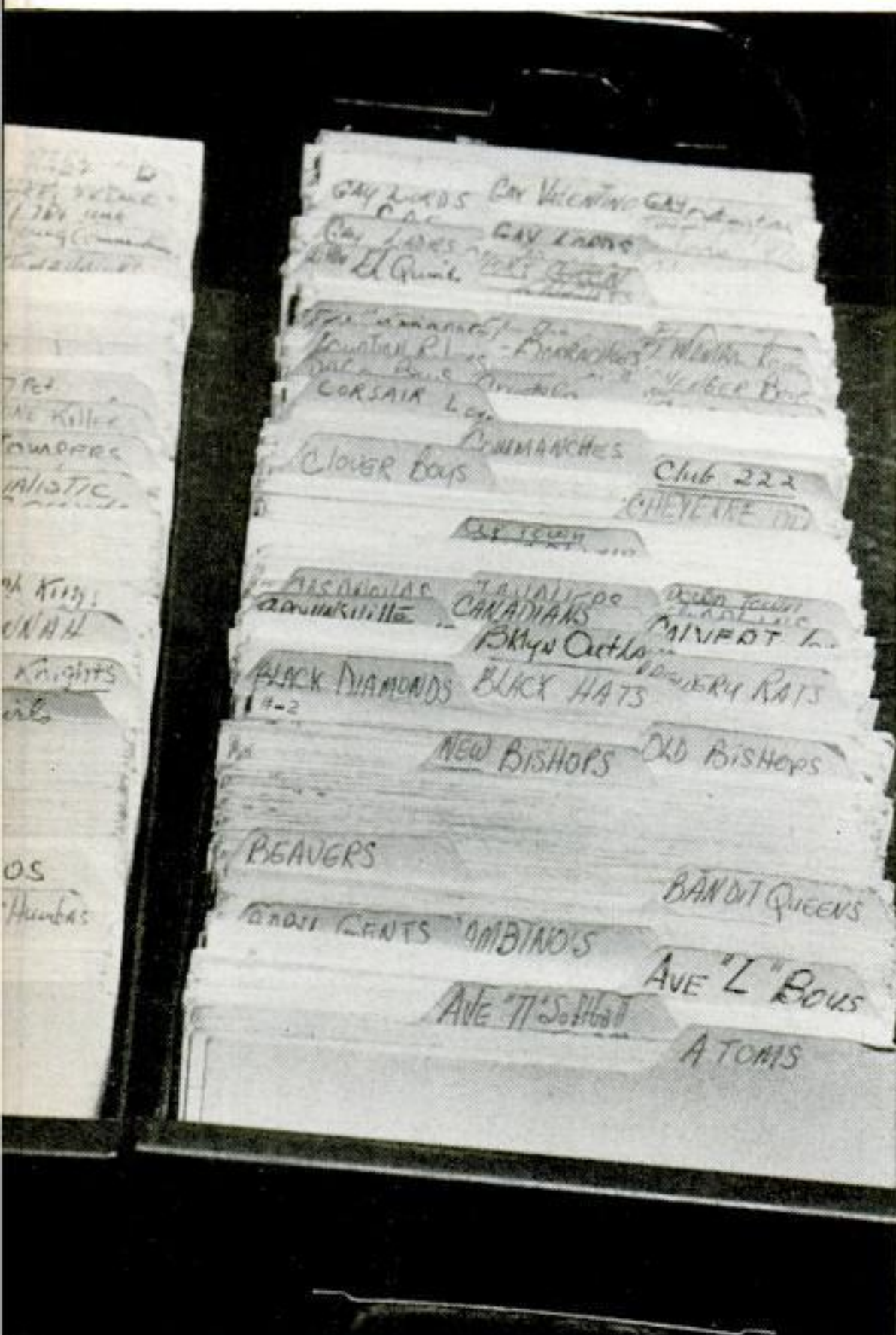


. . . We asked Victor Diaz [leader of the Seminoles] what to do and he said, 'Burn Feliciano.' . . . We found a bag . . . and put five blank slips of paper like this [second picture from left] in the bag and . . . wrote a B [for burn] on another slip and threw it in. Then we all drew slips. NoNo got the B but he



punked out. He said, 'Count me out on this one.' Then 'Dillinger' Ramirez said he wanted to do the job and Victor said, 'You do it, Dillinger.' We went out on the street and Carmen Machuca came walking up. . . . Victor told her to go . . . get the piece [a sawed-off .22-caliber rifle]. . . . Then we talked

## TWISTED CRAVINGS IN SORDID WORLD



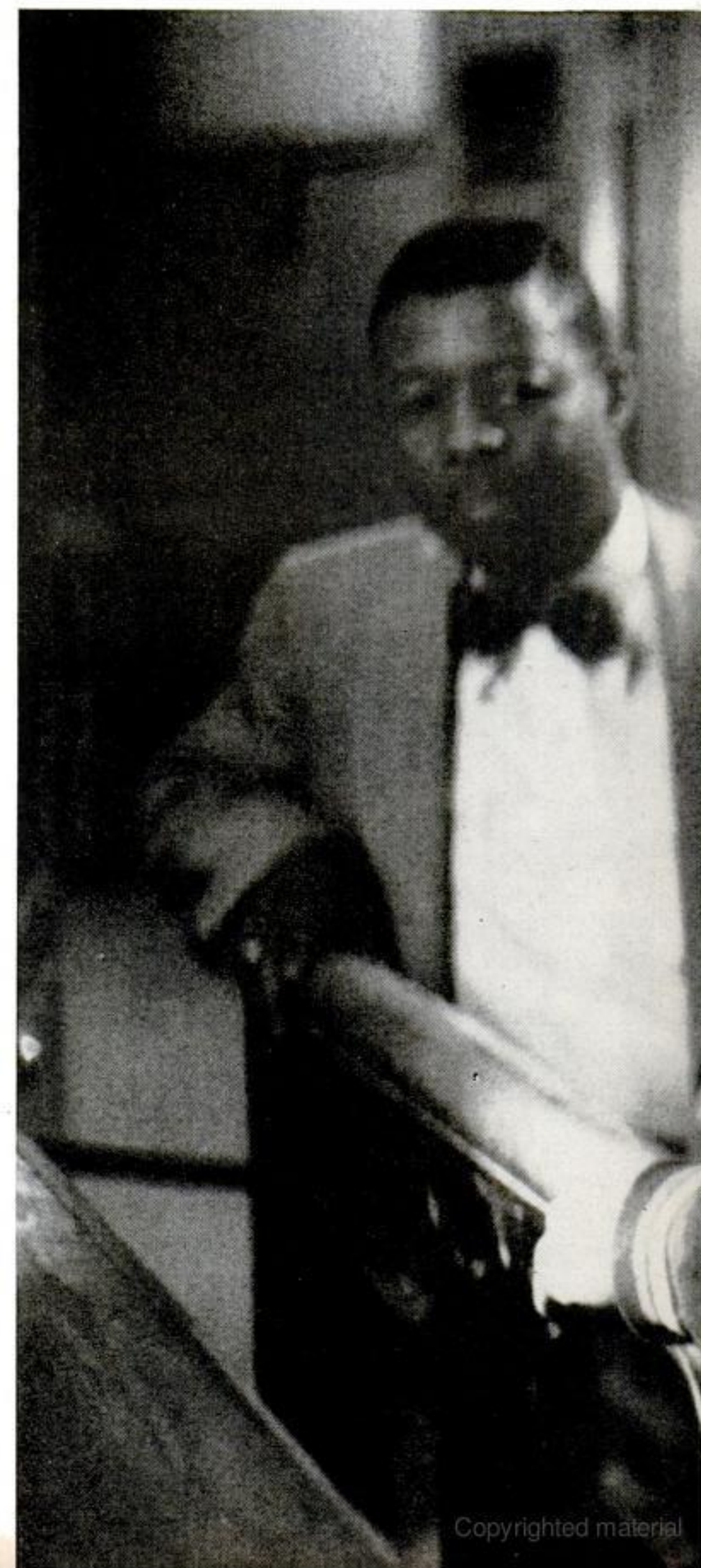
**GANG ROSTERS**, on index cards, are filed under names of groups at Brooklyn East police station.

When Benjamin Olivo (*above*) talks about the kangaroo court that sentenced Carlos Luis Feliciano to be shot, he speaks almost with pride, as though his gang had done what had to be. Indeed, from the standpoint of his group's misguided but inflexible code of ethics, the deed was justifiable. Feliciano had done injury to a Dragon, an ally of the Seminoles, and gang loyalty commanded that this be avenged.

This savage loyalty flows from the yearnings of teen-agers to have a sense of belonging, and in slum areas the yearnings are acute. This is particularly true in Harlem, which is largely a Negro community, and even more in East Harlem, where many thousands of immigrants from Puerto Rico settled. There, imprisoned in squalor, juveniles draw to themselves and establish their own rules of conduct. The very names they select for their groups—"Imperial Counts," "Dukes," "Ambassadors," "Viceroys," "Bladesmen," "Noble Englishmen" and "Enchanters"—are reminders that what they want most is identity and self-esteem.

Detectives assigned to Youth Squads know that their first task is to preserve the peace. As an aid to investigations in any cases that might arise, they have assembled files on all teen-age groups, the good ones as well as the bad, with complete identifications of the memberships, even to nicknames. They constantly patrol the trouble areas, striving to disarm marauding teen-age gangs before violence can happen. But they know they can make only stopgap efforts in a world that has not worked out ways to prevent such pitiful scenes as the one at right.

A GANG MEMBER, HELD IN HENLEY SHOOTING, IS







about how to do the job. . . . The others left and Victor and I walked down to 109th Street where some guys were fooling around an open hydrant. . . . Then Dillinger walked up and said, 'I already shot him.' Then [he shows the gang's exaggerated handshake] we all gave each other some skin."



STOPPING YOUTHS ON A BROOKLYN STREET, A COP AND NEGRO DETECTIVE SEARCH THEM FOR WEAPONS

BOOKED BY DETECTIVES (AT LEFT AND SECOND FROM RIGHT). "JOE LOUIS" JOHNSON (RIGHT) IS ACCUSED OF THE KILLING. OTHERS ARE MATERIAL WITNESSES





# MENTAL ILLNESS: THE NEW HOPE

## SIGNS OF A DOUBLE BREAKTHROUGH ON OUR NO. 1 DISEASE JUSTIFY A NATIONAL EFFORT

What does it feel like to "go crazy"? Until recently researchers into mental illness could only imagine what sort of emotions and sensations go through the minds of those unfortunates who fall victim to it. But now, through taking a drug called LSD (a derivative of ergot, the fungus which grows on rye), human "guinea pigs" can make themselves temporarily insane, and some 20 hours later, when they return to normal, report what they experienced.

At first they experience a slight irritability and anxiety. Gradually the anxiety deepens. Their thoughts slow down and grow confused, and they lose the ability to express them. They may know the actual time, and the date, but time itself has lost its meaning. They see visual illusions, including brilliant colors. They lose a sense of personal identity and may feel that parts of their body have changed form. They are fearful, and a person who asks too many questions may seem to change his appearance, taking on a menacing, hostile look.

All very interesting but—one may ask—so what? So, one may reply, a great deal. For if a chemical can cause mental illness, possibly other chemicals can cure it. No such cure has yet been found, and may never be, but some chemicals already have been found which alleviate mental illness and make the victim more receptive to treatment.

How important such progress is may be conveyed by two frightening statistics: 1) More than half of all hospital beds are now occupied by the mentally ill—more than the victims of polio, cancer, heart disease and all other illnesses combined; and 2) one out of every 10 Americans will at some time be hospitalized for severe mental illness unless medicine and science can cut down these fearful odds.

They can be cut. Evidence already exists that adequate and intensive treatment can discharge as many as 80% of mental patients in the first year of treatment. The trouble is that most mental hospitals are so overcrowded and understaffed (an average of one psychiatrist to every 325 patients) that the patients get practically nothing but custodial care. A vicious circle is set up requiring still more buildings for still more custodial care of patients who do not get the *treatment* necessary to get them back into useful society. But the solution is not in building more hospitals. It is in emptying the ones we have—by preventing new cases from developing and by getting the existing ones out.

That is why mental illness, our biggest single health problem, ought to be made the target of our next great national effort to conquer disease, to attempt a "breakthrough" similar to the thrilling one against polio. Dr. Jonas Salk, while being showered a few weeks ago with tributes for his part in achieving that breakthrough, himself suggested such a new effort. The time is ripe for it because recent advances in knowledge about mental illness suggests in fact the possibility of a *double* breakthrough—the first through improved psychiatric treatment and the second through medication with the new drugs.

Sigmund Freud, and other scientists before and after him, had long suspected that insanity's causes might be physical rather than psychic—an imbalance of glandular secretions rather than a malfunction of thought. The remarkable effects of LSD bear this out. So does research growing out of Army experiments in "nerve gas," which discovered that a body hormone, serotonin, when produced in excess, can create mental imbalance quite similar to the effects of LSD—and interestingly enough, serotonin's chemical structure also is very similar to LSD.

For centuries India's herb doctors have been quieting the mentally distressed by having them chew snakeroot. About five years ago doctors discovered that drugs made from snake-root are effective against high blood pressure, and in so using it found that it also produced great serenity and calm. This led others to try it on the mentally ill, and it was found surprisingly effective—principally in reducing the chronic anxiety which attends such illness, and thus making the person much better able to respond to therapy. Similar results also have recently been obtained with a synthetic drug, chlorpromazine.

Results with both drugs have been so encouraging that New York State, for example, predicts that these drugs will permit 25% of its mental patients to be discharged within two years. But the threshold has scarcely been crossed in this whole fascinating field, most of which is still wrapped in mystery—including the dividing line between genius and insanity (volunteers who have taken both LSD *and* one of the offsetting drugs did not go insane but into an ecstatic state which they recalled as one of poetic rapture).

But even with existing knowledge adequate care can make tremendous inroads into the mental health problem. This has been shown both at Boston Psychopathic Hospital (where Harvard psychiatrists train) and at Topeka, where Drs. Will and Karl Menninger have done such notable pioneering in the whole field. At Topeka the psychiatric staffs of three different hospitals—the Menninger Foundation, the state mental hospital and the veterans' hospital—are all pooled as a single training staff. They are now training 100 new psychiatrists—astoundingly, this is *one eighth of the whole U.S. national total*. The state has contributed \$750,000 for the project, and there is now one psychiatric worker for each 2.2 patients in the hospitals. As a result the number of bed patients last year declined by 7% in Kansas while the national average increased 15%.

Again, in Boston, a big key to the success achieved there is adequate staff—30 resident psychiatric doctors to 130 beds. But Boston Psychopathic's 80% release rate also is due to a new approach to treatment, which eliminates all the traditional symbols that stigmatize the insane—strait jackets, barred doors, locks, the denial of forks and other sharp instruments. Its patients are treated in every way as if they were normal.

These, then, are the promises which justify making mental illness the No. 1 target for this double breakthrough. It is a cause which needs only public awareness and private initiative to enlist as many million volunteer crusaders, and as many dimes and dollars, as did the conquest of polio. A beginning has been made by the National Association of Mental Health which is seeking \$5 million this year. But the task will require many more millions and much more intensive organization. For the goals should be threefold—to train thousands of new psychiatrists to remedy the present inadequacy, to finance scores of low-cost psychiatric clinics where mental illness can be checked before it grows serious, and finally to finance much greater research into the whole field of mental chemistry. This is a task to which all Americans can gladly dedicate themselves. They are at their finest in working together in voluntary causes, a national phenomenon developed to such a degree that it amazes foreign visitors like André Siegfried (*LIFE*, June 12). There could be no finer object for this free American cooperation than making this investment in a saner society.





If you can remember a country garden . . .

...with tomatoes ripening in the summer sun, and green rows of corn and carrots, peas and beans...

If you can remember a country kitchen and the fragrance of good, old-fashioned cooking...

If you have memories like these, then you're just the person who will especially enjoy Campbell's Vegetable Soup.

For here's all the glory and the goodness of the garden...its color, its flavor, its gifts of nourishment.

Here's the famous Campbell Tomato, reddest, ripest of them all. Here are the friendly greens of peas and beans, the orange of carrots, the yellow of corn. Here

are sound white and sweet potatoes—here are fifteen vegetables in a sturdy beef stock.

But it takes much more than fine ingredients to make a soup like Campbell's Vegetable Soup. It takes Campbell's skill and care and patient cooking... constant watch over every detail, from blending to that last artful touch of secret seasoning.

All this is what makes Campbell's the Vegetable Soup you'll never forget...once you've tasted its famous flavor.

For lunch? For supper? For breakfast? It's good any time — so have some soon!



Once a day—  
every day—  
SOUP!



*Campbell's* Vegetable Soup





*It's  
Four Roses time  
in Seattle*



EVENING DESCENDS ON SEATTLE

No other whiskey  
can match the flavor  
of Four Roses



When Mt. Rainier shines in the sunset, it's *Four Roses time* in Seattle. For people here, like millions across the country, have chosen Four Roses for that special evening drink. They find in the distinctive flavor of Four Roses, a smoothness and mellowness so satisfying they have made Four Roses their favorite whiskey.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.





DAVE McDONALD, PRESIDENT OF THE UNITED STEEL WORKERS, SHOUTS IN VICTORY AFTER HIS COMMITTEEMEN ACCEPT STEEL'S OFFER AND HOIST HIM ALOFT

## A UNION BOSS SCORES TWICE

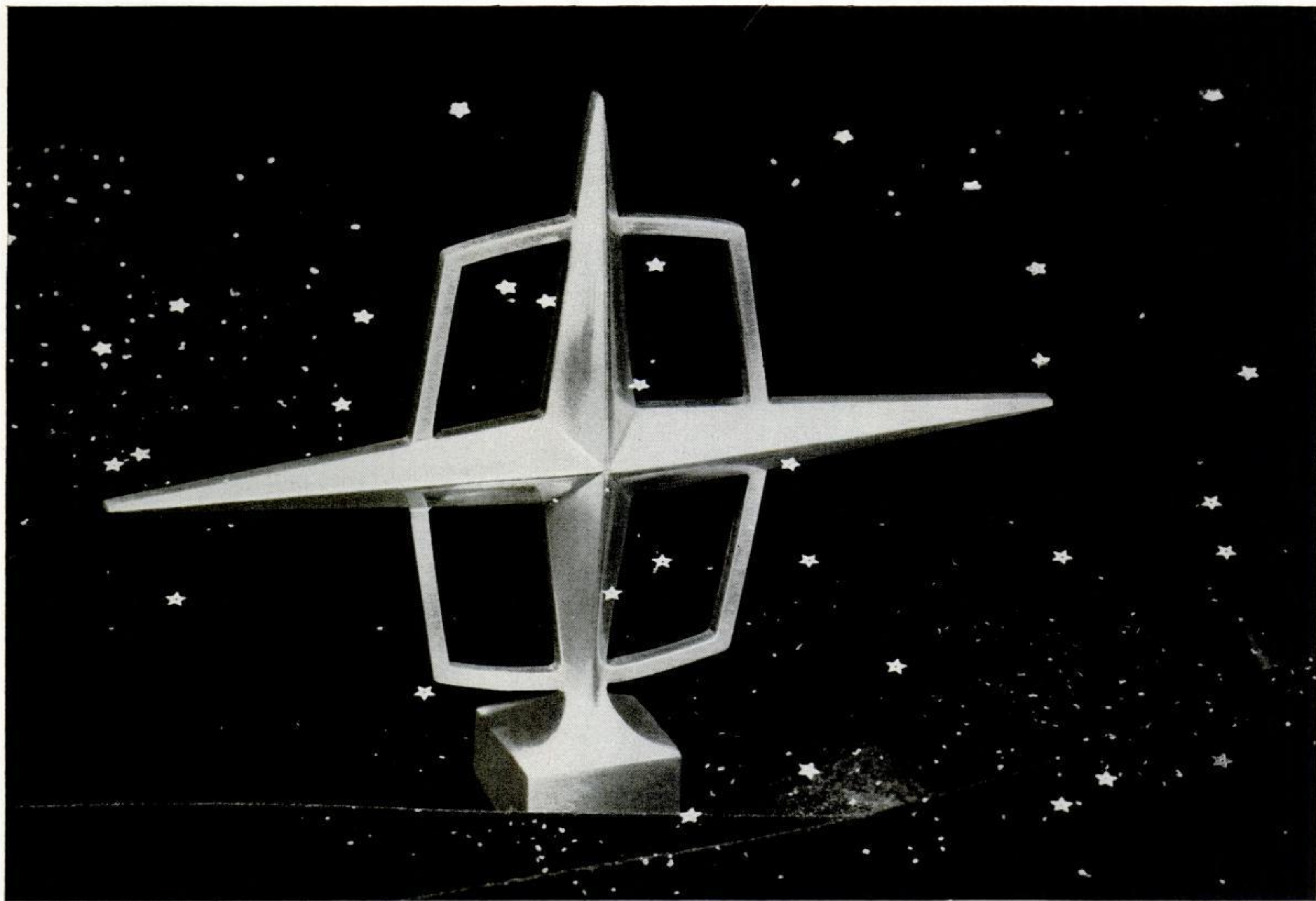
For Dave McDonald, steel union president, the negotiation with Big Steel was a two-front war. He fought 1) to get his men a raise and 2) to match the success of his overshadowing rival in the C.I.O., Walter Reuther.

When Reuther won a partial guaranteed annual wage from auto makers last month, McDonald was in a box; his contract allowed

no GAW this year. So he demanded a big raise to outdo the one Reuther got. Industry offered 10¢ an hour. McDonald struck.

The steel strike lasted only 12 hours. By that time McDonald got what he wanted: a 15¢ raise, topping the wage part of Reuther's GAW package. And his short-term contract frees him to catch up next year with Reuther's GAW.





This will be exciting news...

especially for those who loved the

beautiful Lincoln Continental

It was back in 1940 that the Ford Motor Company built the first Lincoln Continental.

Even today, the clean-lined beauty of this beloved car is a thing to make your heart beat a little faster when you see it drive past.

If you happen to be a Lincoln Continental owner—or are simply one of those who have always admired this motor car—we think this news will please you:

The Ford Motor Company will soon present a new car, in-

spired by its historic creation of the 40's. This new car will be known as the Continental *Mark-II*.

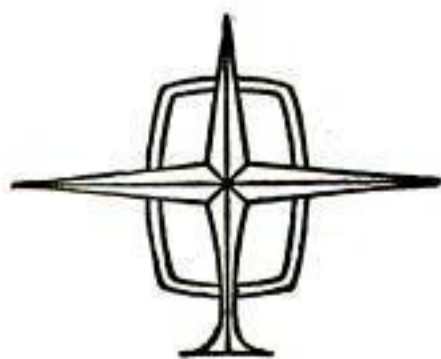
It will be distinctive, but in a quietly modern way.

It will be elegant, but in a simple and uncomplicated way.

It will be conservative, but in a lean and exciting way.

It will be conscientiously crafted in every detail.

When you see the Continental *Mark-II*, we are confident you will agree that here is a car in the grand tradition indeed—a motor car finer than any that America has yet known.



Continental Division • Ford Motor Company





**DESPOILED IMAGE** of Santa Teresa in church of San Ignacio was pulled down from niche by rioters.



**DESECRATED ALTAR** in San Francisco basilica is sadly surveyed by man kneeling at broken altar rail.



**UNDER A CROSS** MADE OUT OF CHARRED BEAMS, WORSHIPERS TAKE COMMUNION IN SANTO DOMINGO

## RETURN TO WORSHIP AMID RUINS

In the rubble of their gutted churches Argentina's faithful knelt in worship there for the first time since Dictator Juan Perón's vandals had smashed their shrines. Either alone or at Mass, where priests exhorted them to pray for the church burners, the worshipers stared sorrowfully at the charred walls and the shattered images of saints they long had loved.

Permitting the churches to be opened again was another retreat by Argentina's antichurch

dictator. Retreating further, Perón fired Minister of the Interior Angel Gabriel Borlenghi, his front man in the persecution. It was even hinted that the two Catholic prelates deported to Rome might be allowed to return.

Perón had reason to back down. Though he was in control, his people were bitterly restive, and as LIFE Photographer Hank Walker was taking these pictures a woman said to him, "Send them everywhere. Let all the world see."





**PRAYING ALONE**, an Argentine woman kneels in the battered shell of San Francisco basilica. After worship many Argentine men and women spontaneously

sang the hymn that has become their favorite since persecution of the Church began. The hymn closes with, "Oh Sacred Heart, save the people of Argentina."





# For the "big moments"... **Color Snapshots**

Your camera can make them with easy-to-use

**Kodacolor Film**

Every so often they come along—the "big moments." That wonderful week end at the shore... that never-to-be-forgotten vacation trip to the mountains... that happy family reunion almost any place.

All these can be captured in their full color and beauty if you

load your camera with Kodacolor Film. It's as easy to use as black-and-white film! Just follow the simple directions that come with every roll.

You'll be delighted—and proud of your picture taking—when you live those "big moments" all over again—in full-color snapshots!

**Kodacolor Film—all 6 popular sizes!**

Kodacolor Film fits most any snapshot camera. Comes in all 6 popular roll-film sizes—116, 120, 127, 616, 620, 828—at your regular dealer's. Return it to him for developing and prints. Outdoors, use Kodacolor Film, *Daylight Type*; indoors with flash, Kodacolor Film, *Type A*. Good shooting!

**Eastman Kodak Company, Rochester 4, N. Y.**



**Kodak**  
—a trade-mark since 1888

SEE "KODAK REQUEST PERFORMANCE"...WEDNESDAY EVENINGS—NBC-TV



# Everything, even the meat, comes from

## ZIPPY TOMATO SAUCE

1 can (1 lb.) tomatoes  
1 can (8 oz.) tomato sauce  
1 medium-sized onion, chopped  
3 tablespoons cider vinegar  
1 tablespoon Worcestershire sauce  
1 tablespoon prepared mustard  
1 teaspoon chili powder  
 $\frac{1}{4}$  teaspoon salt

Combine ingredients; simmer 15 minutes, stirring occasionally. Makes 3 cups. *Note:* You can also buy delicious barbecue sauce ready-made—in cans!

## COWBOY BEANS

Beans are wonderful just as they come from cans. But here's a clever "spicing-up" trick. Combine 2 cans (1 lb. each) baked beans, 2 tablespoons each grated onion and molasses,  $\frac{1}{2}$  teaspoon each dry mustard and ginger, and  $\frac{1}{4}$  lb. cheddar cheese, cubed. Bake 'til bubbling.

## SOFT DRINKS

They're extra-easy to chill and serve—in cans. And the new MiraCans,\* developed for soft drinks by American Can Company, are scientifically designed to *lock in* the appetizing flavors . . . *seal in* the bubbly, sparkly fizz.

## BARBECUED MEATS

No recipe needed! Take them straight from cans, broil on the grill, and baste with Zippy Tomato Sauce. No work, no waste, no shrinkage. These are only four of the 130 different meats you can buy in American Can Company cans.





# cans made by American Can Company

## GRILLED FRUIT KABOBS

Arrange on skewers canned cherries, apricots, pineapple, peaches. (American Can makes just the right can—a special lining for cherries, for example—to bring you *each fruit* at its luscious best.) Broil and baste kabobs, turning once.

### BASTING SAUCE

1 cup syrup drained from fruits  
2 tablespoons lemon juice  
1/8 teaspoon each cinnamon and allspice  
Combine ingredients and simmer 5 minutes to blend flavors. Um-m!

## JIFFY POTATO SALAD

French-style or German-style, ready to serve—here is one of the newest products to come in Canco cans. Or—make your own in a jiffy with ready-cooked canned potatoes.

## TOP-YOUR-OWN SUNDAES

Everything but the ice cream comes in Canco cans! Among the help-yourself toppings you'll want on hand are chocolate fudge or syrup, fruit sauces, nuts, coconut—and “squirt-on” whipped cream.

## SARDINE GARNISH

Ah, what tasty tidbits! Whether you prefer the tiny, silvery Maine fish or the larger California variety—Canco cans bring them to you.

*try this sizzling good*

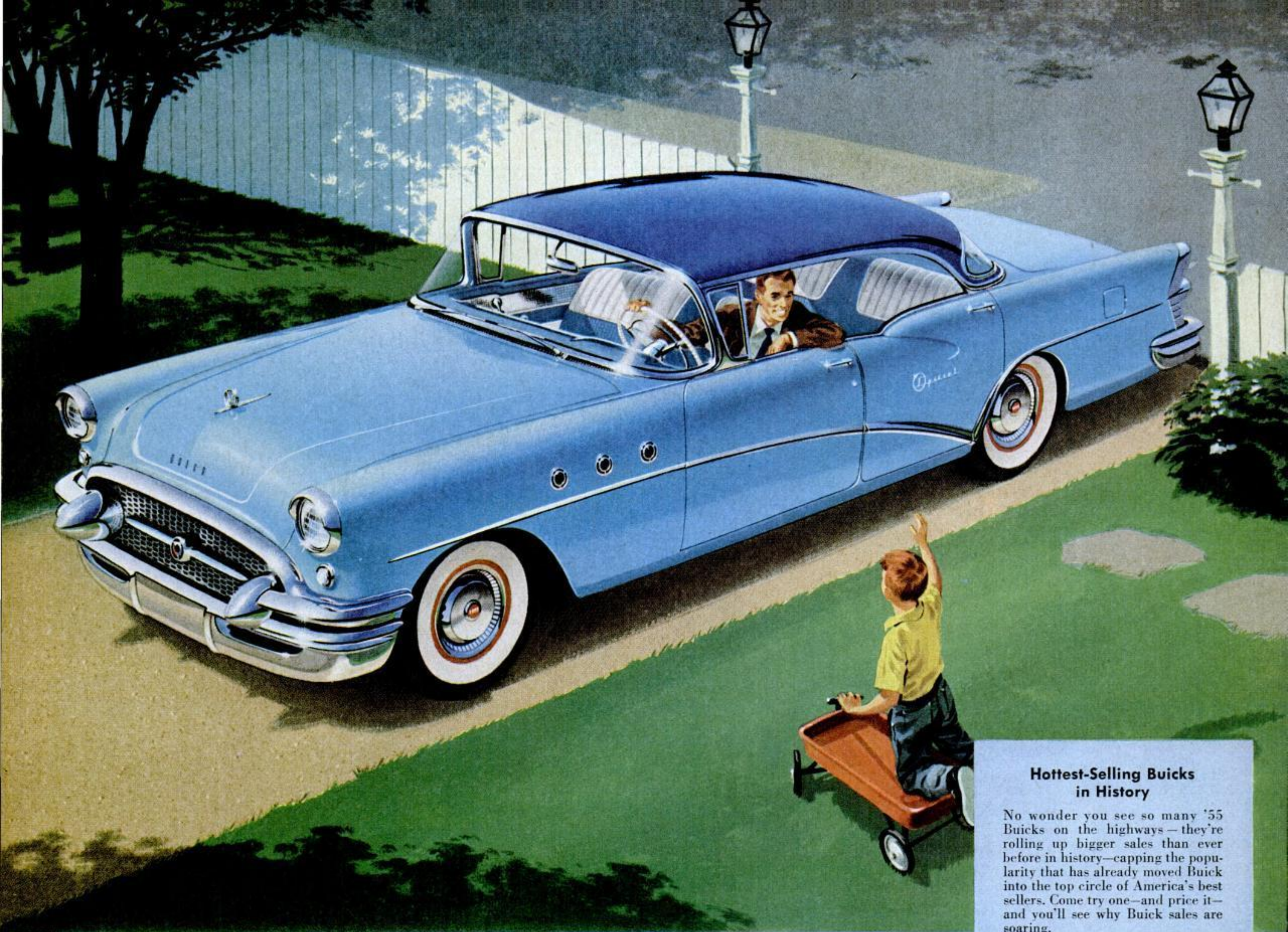
# SOUTHWEST BARBECUE

*If it comes in a **CANCO** can...it comes to you at its best!*



\*Trademark of American Can Company, N.Y., N.Y.





(Available in the supremely powered CENTURY Series, and in the bedrock-priced SPECIAL Series, illustrated)

#### Hottest-Selling Buicks in History

No wonder you see so many '55 Buicks on the highways—they're rolling up bigger sales than ever before in history—capping the popularity that has already moved Buick into the top circle of America's best sellers. Come try one—and price it—and you'll see why Buick sales are soaring.

## So nice to come home with ...it's the new hit in hardtops—the 4-Door Riviera

**I**T was a long time coming—for it had to be a completely new body design, built to wholly new structural principles.

But it's here at long last—in volume production—and at really popular prices.

It's Buick's 4-Door Riviera—a brand-new kind of automobile that combines the sleek and zesty styling of the true hardtop with all the boons and benefits of a big 4-door sedan.

No matter where you sit, nothing—no pillar or post—interferes with your view to either side when the windows are down—the big

feature that has given the hardtop such tremendous popular appeal.

Roominess is new, too, for extra inches have been added in the rear compartment to make this Riviera as fully spacious as a Buick Sedan.

And, of course, you and your lady can sit undisturbed on the front seat of this sporty car while rear-seat passengers enter or leave through their own wide-swinging doors (front-hinged for extra safety).

So, wouldn't you like to head home in this automobile that combines so much sheer

comfort, convenience and airy elegance?

And wouldn't you like to have it with the velvet velocity of the mightiest V8 power in Buick history—together with the honey-smooth performance, the tingling take-off, and the gas mileage boost of Buick's exclusive Variable Pitch Dynaflow\*?

Come in for a look and a drive and a visit. The sooner you do, the sooner you'll be proudly bossing the most modern thing on wheels.

\*Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on Roadmaster, optional at modest extra cost on other Series.

When better automobiles are built Buick will build them

# Thrill of the year is Buick

S E E Y O U R B U I C K D E A L E R

Copyrighted material





DOING THE EIGHTSOME REEL, AN OLD SCOTTISH DANCE, DANCERS AT THE TRINITY-ST. JOHN'S PARTY SWIRL AROUND THE TENT IN SQUARE-DANCE FASHION

## CAPERS AT A 400TH BIRTHDAY BALL

### Two Oxford colleges commemorate their founding

Although they are not very old for Oxford University, which dates back to the 12th Century, the Oxford colleges of Trinity and St. John's felt that their 400th birthdays this year called for a big celebration. The two of them joined forces to give one of the traditional Commemoration Balls and, although five other colleges held "Commems" too, the Trinity-St. John's affair was the brightest and best.

There were sober academic ceremonies by day, but the gay part of the celebrations started after dark and did not let up until dawn. Early in the dancing there were skirling Scottish reels. Later old dances gave way to the new, and, borne on a flow of champagne and whisky, the cavorting hardly stopped. At 6 o'clock in the morning the Oxonians and their ladies adjourned for breakfast or went punting, still in party clothes, on the serene stream that flows by the university (*next page*).

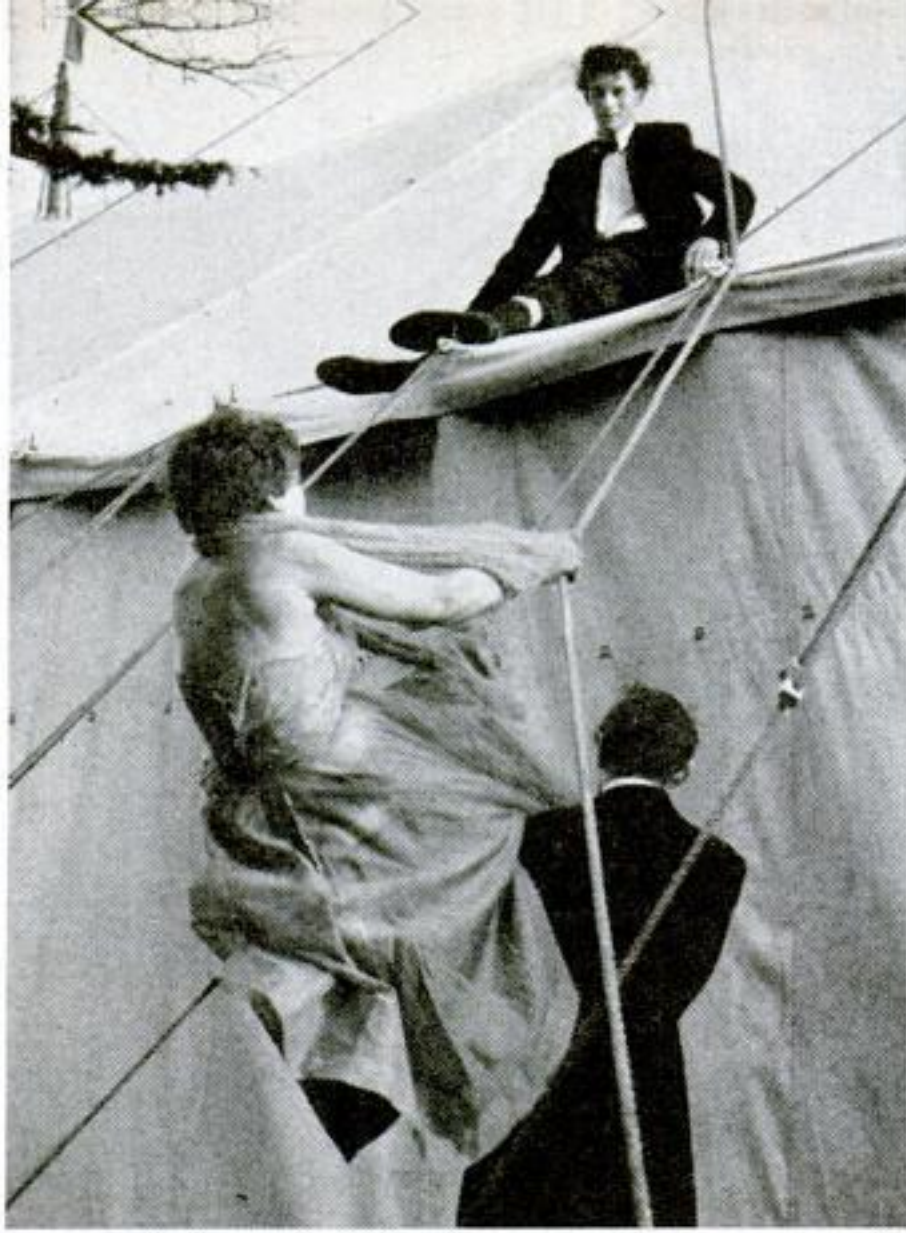


**THREE O'CLOCK JUMP** at high point of ball given by Brasenose, another college, found James Peter Thorne and date Miranda Ward in hair-raising jitterbug capers.

**FIVE O'CLOCK STOMP** near the end of the Trinity-St. John's affair brought a tireless couple out on the dance floor to perform an energetic Charleston.







**DAWN JINKS** after dance found Oxonian sliding down the dance tent to assist girl's upward climb.

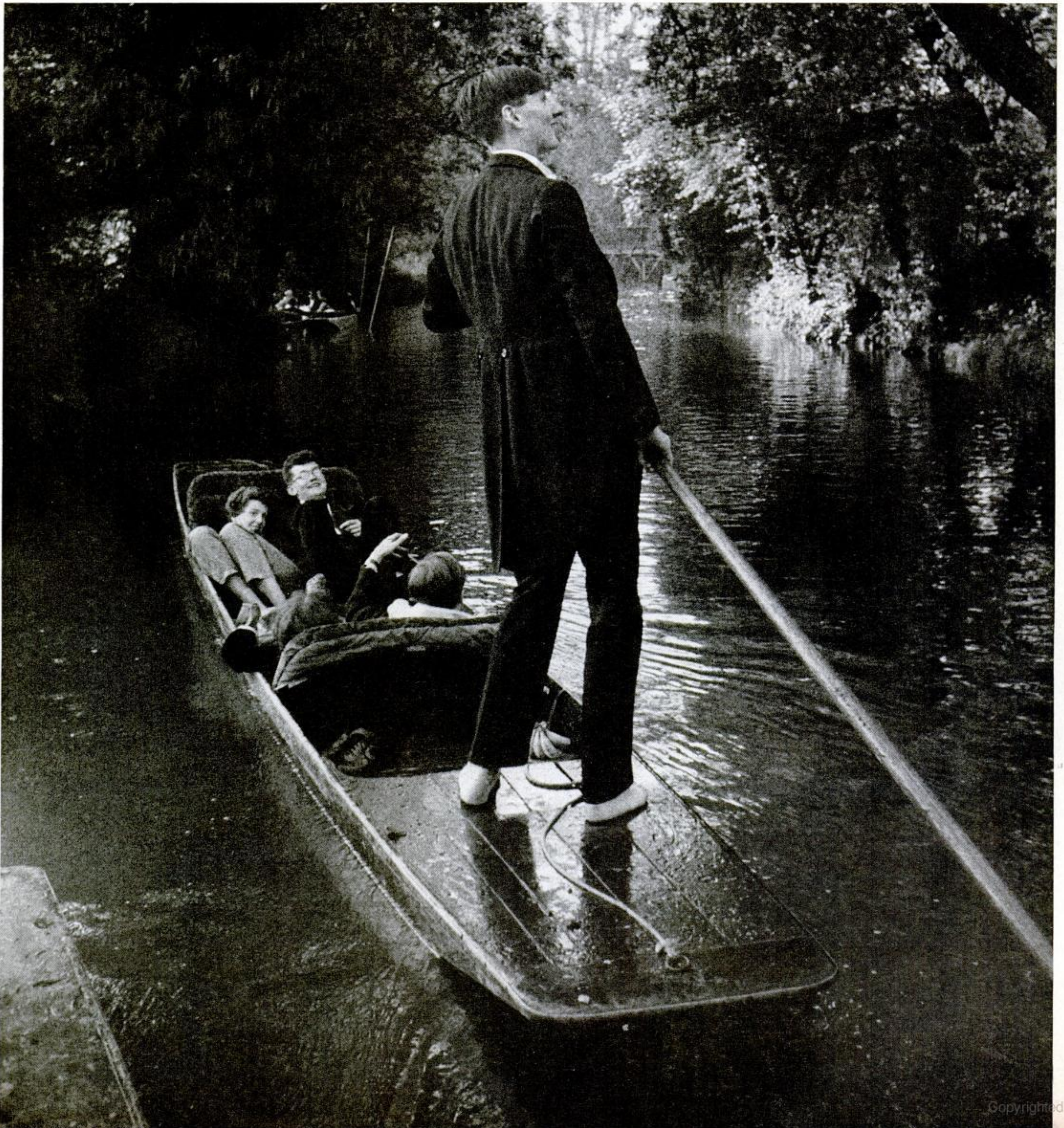


**MADCAP** balances a cushion on his head as he invites his champagne-sipping date to go out boating.



**GOODBYS** are said by guests still on feet while a partygoer, laid low by weariness, naps on carpet.

**BAREFOOT BOY STEPHEN WILLINK, A TRINITY CLASSICS SCHOLAR, CHEERFULLY POLES GROUP OF EARLY MORNING PUNTERS DOWN THE QUIET CHERWELL RIVER**







The Queen of Hearts, she made some tarts--  
It took her the whole afternoon.  
Said the king with a bellow, "I'd rather have Jell-O;  
It's grand and it's ready so soon!"

Copyright 1955, General Foods Corp.



JELL-O IS A REGISTERED TRADE-MARK  
OF GENERAL FOODS CORP.





**When you wish you had an Italian chef to fix food for a party...**

**Relax!** You can feed your company party-style — without wearing yourself to a frazzle or spending a fortune.

Just lay in a supply of Chef Boy-Ar-Dee Spaghetti and Meat Balls — all prepared and ready to heat.

Tender strands of choice spaghetti; lots of tasty, tomato-rich sauce; and — most important — juicy, delicately browned beef meat balls to top it off in style. So good, folks

will wonder if you have an Italian chef hidden in the kitchen.

The price? Only about 13¢ a serving. Available in two-serving or five-serving cans.

**It's Chef's** special way with sauces that makes this — and all the other Chef products — so extra-specially good. And you can get the sauces *separately*, too. Enjoy them — enjoy letting Chef do your cooking!

**Quick** hearty, tasty **CHEF BOY-AR-DEE**  
Spaghetti and Meat Balls







WASHING UP IN IMPROVISED SHOWER BATH, CAROLYN FARISS HAS TO HAVE THE ASSISTANCE OF BETSY JOHNSON WITH A WATERING CAN FROM ABOVE

# Rough on the Girls

## SCOUTS TRY A PRIMITIVE LIFE

In Texas on the forested hills 84 miles northwest of San Antonio, some 270 Girl Scouts were pitching tents, hauling water, digging latrines and generally trying to live in the out-of-doors as ruggedly as possible. Roughing it in a manner long practiced by Boy Scouts, they were holding the biggest regional "primitive encampment" in Girl Scout history. But they were also practicing for something even bigger for 1956: the first national primitive encampment for thousands of Girl Scouts ever held.

HAULING WATER FROM THE RIVER, TEXAS SCOUTS HEAD BACK TO CAMP →



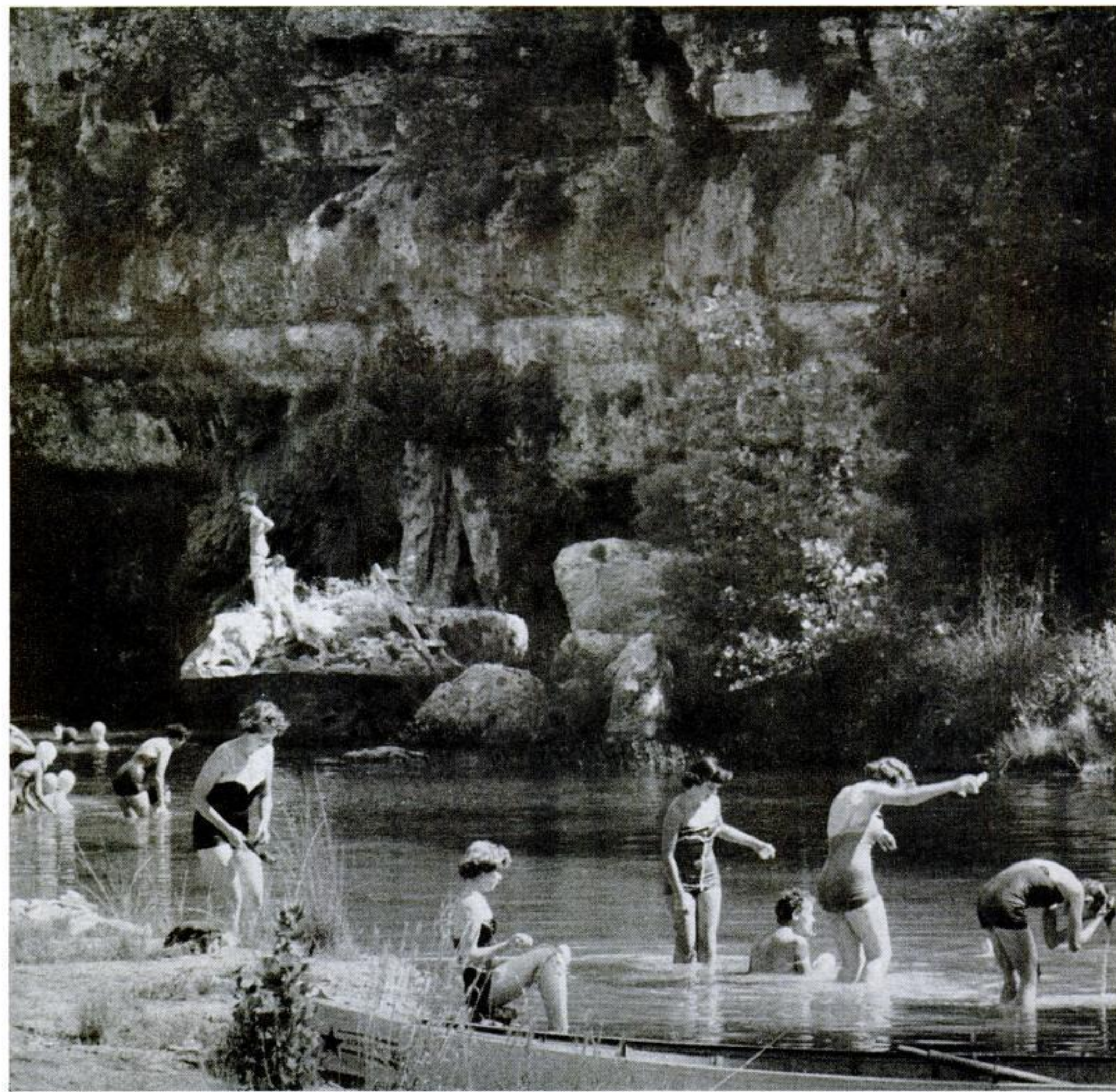




**NEW**  
**PALMOLIVE**  
**After-Shave**  
**Lotion**

**Actually soothes your face  
from shave to shave**

After shaving . . . nothing makes your face feel so good as Palmolive After-Shave Lotion. For new Palmolive now has **DOUBLE ACTION!** (1) It cools and refreshes—in seconds. Helps heal nicks and cuts. (2) It soothes right away . . . then soothes all day. Actually soothes your face from shave to shave. Get the best . . . get Palmolive in that handsome big bottle.



UNDER STEEP CANYON WALLS THAT LINE THE MEDINA RIVER, A SWIMMING PARTY ENJOYS A MIDMORNING DIP

## SOME TIME OUT AMID CAMPERS' TASKS

During their 10-day encampment, the girls, aged 15 to 17, found time to schedule swims only every other day. Mostly they were busy meeting the demands of primitive camping, not always too happily or too successfully. One weary girl was ready to give

up and go home after 12 hours; another complained when told the Coke she brought was "not primitive enough." The biggest blow came when a Texas windstorm ripped through camp, giving the girls an unscheduled taste of the strenuous life (p. 54).



**LASHING POLES**, Oklahoma girl makes a rack without use of nails.



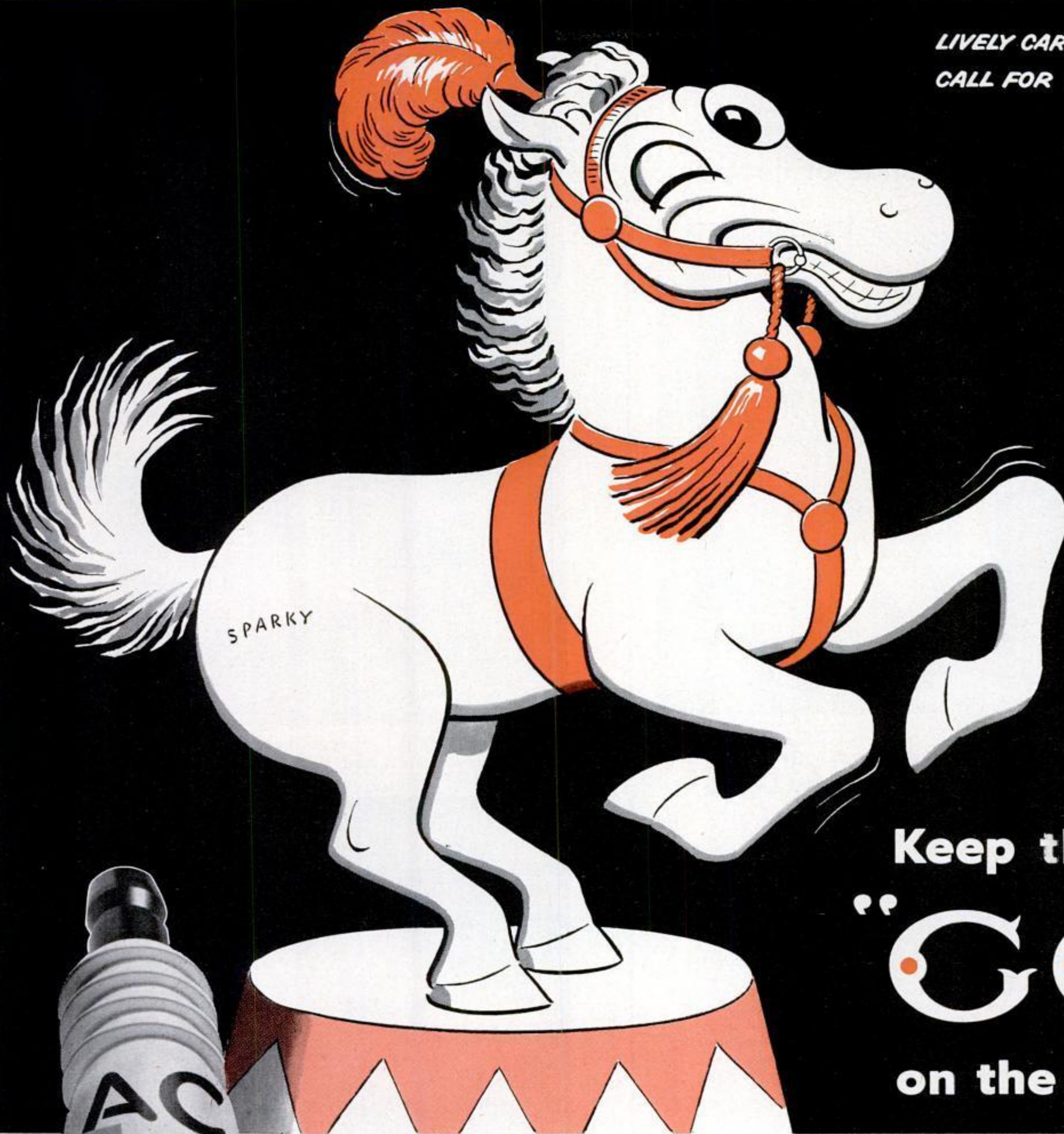
**ROUGH HAIRCUT** is given to Carol Babel by a friend as other Scouts watch.



**BURDENED**, Jackie Collie checks gear she has hung around her middle.



LIVELY CARS AND LIVELY GAS  
CALL FOR **LIVELY PLUGS**



Keep the  
“GO”  
on the road...

with  
exclusive  
**HOT TIP**



AC'S LONGER,  THINNER

 INSULATOR TIP 

HEATS UP FASTER, 

STAYS  CLEAN LONGER!



AC SPARK PLUG DIVISION, GENERAL MOTORS CORPORATION

Call it “pep” . . . “performance” . . . “go” or “swoosh.” Whatever you call it, we mean *all the power that was originally built into your car's engine.*

It's yours to command — all of it — with new Hot Tip AC Spark Plugs in your engine! AC's long, thin insulator tips heat up faster, burn away carbon and oil deposits *before* they can form. *Only* AC Spark Plugs have this deeply recessed tip.

That's why AC Hot Tip Spark Plugs stay clean longer, deliver all the “pep,” the “power,” the “GO” you need, *when* you need it. Get a new set of lively AC Spark Plugs today. And say — watch **BIG TOWN** on NBC-TV.

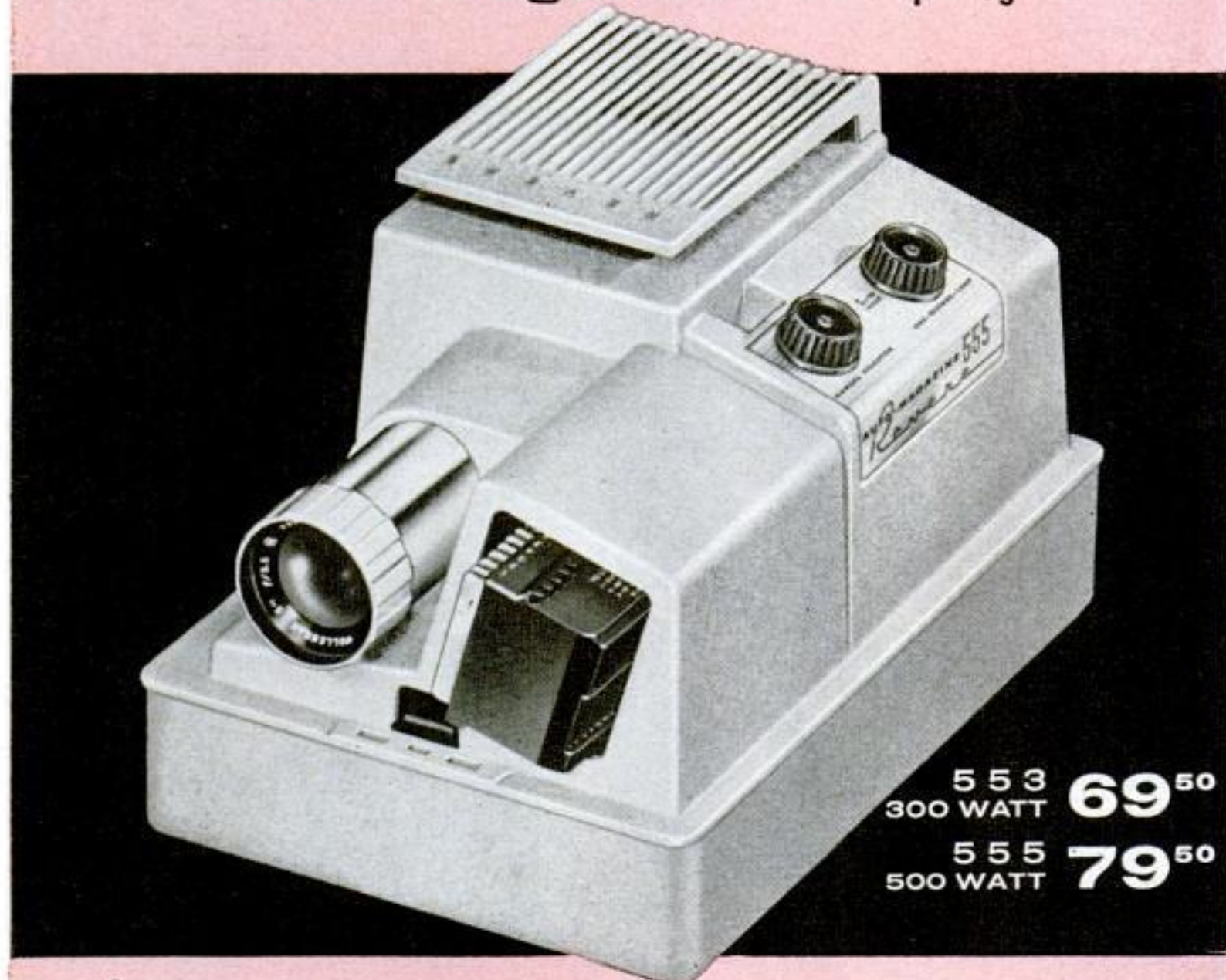
STANDARD FACTORY EQUIPMENT ON MORE THAN HALF OF ALL CARS BUILT TODAY!



See them now! The Sensational

**Revere**  $\frac{553}{555}$

35mm auto-magazine slide projectors



553 300 WATT **69<sup>50</sup>**  
555 500 WATT **79<sup>50</sup>**

*New way to show your slides!*



**MAGAZINE**—Simply slide your loaded magazine right into the projector. Holds 36 slides of any type mounts. Serves, too, as permanent file. Nothing protrudes on this streamlined machine!



**FUNCTION LEVER** gives you a quick, easy choice of manual or automatic operation. Just a quick click-click and slides are shown in sequence, or skip-selected, re-projected as you wish!



**MANUAL SELECTOR** lets you easily take your pick of any picture in the slide magazine tray. It's easy to choose because the number of the slide is always clearly visible on projector top.



**BUILT-IN POINTER**—Moveable arrow operated from projector enables you to point out interesting objects on screen. Try it yourself and see what an amazing help it is in showing slides.



**SCREEN** built into cover means you can give quick table top showings in bright rooms without setting up screen, pulling blinds, etc. Lens to screen is only 30 inches for ultra sharpness.

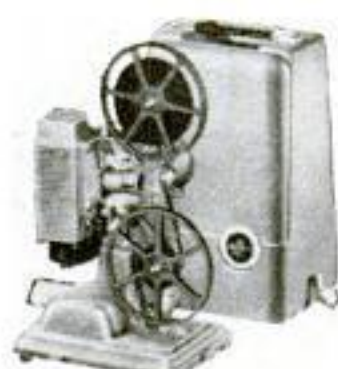


**CASE** slips easily over projector without removing any extra parts—carries everything. Smartly designed in durable Irish linen. See these outstanding projectors at your Revere dealer now!

ONLY REVERE HAS THESE SENSATIONAL FEATURES!



**"40"—8mm Magazine Camera.** Budget priced. Drop-in loading; adjustable viewfinder; WOLLENSAK f/2.5 Wocoted lens, tax incl. .... \$99.50



**"85" 8mm Projector.** Long-life 500-watt lamp; 300 ft. reel; fast 1-inch F/1.6 lens; extra 17mm Wide Angle lens attach. With Case .... \$124.50



**"T-1100"—Dual-Speed Tape Recorder.** (3.75 and 7.5 speeds.) High Fidelity "Balanced-Tone"; single knob control. Complete ..... \$159.50

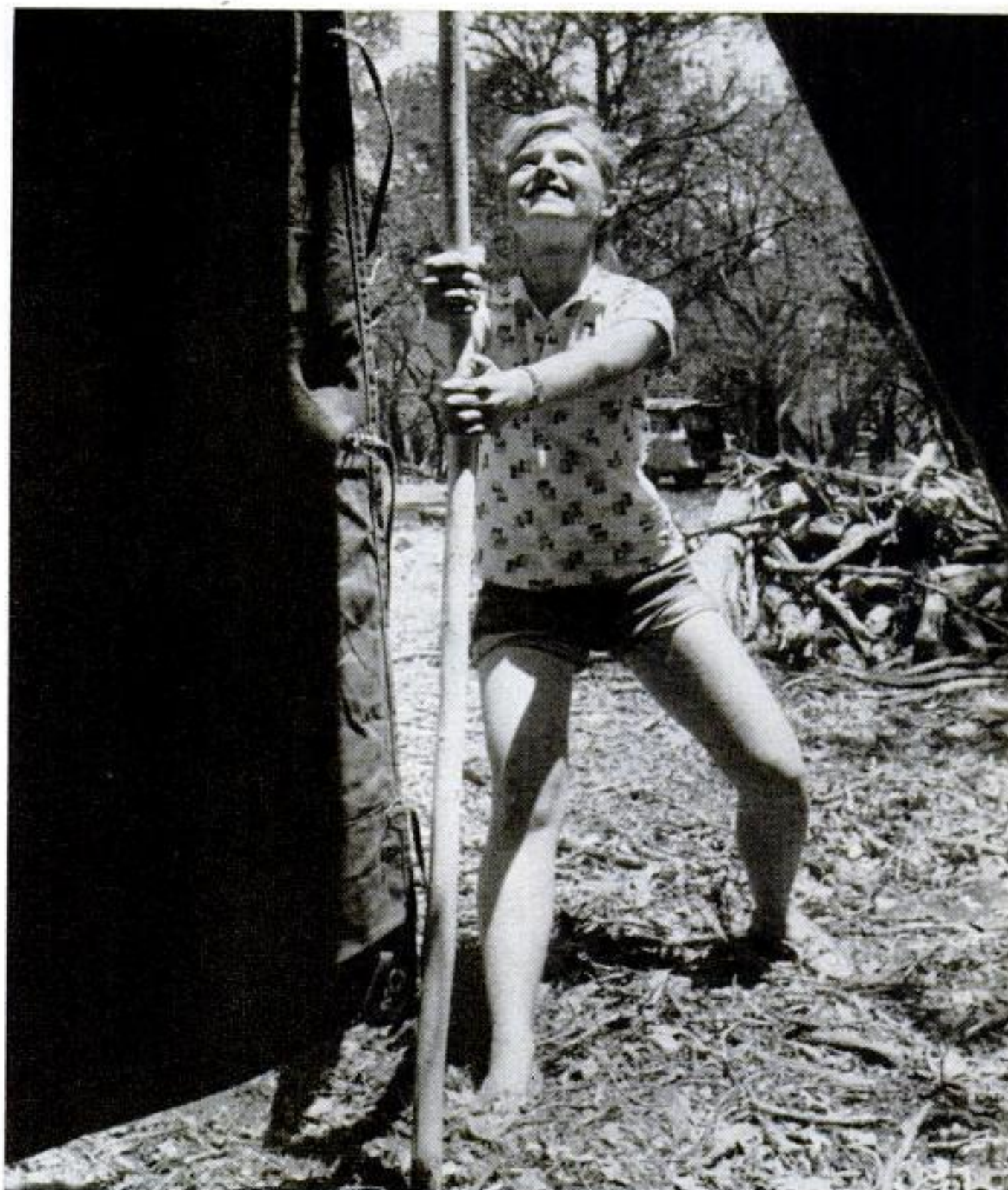


**"888"—35mm Robot Slide Projector.** Shows 36 slides automatically, all by itself! F/3.5 5" WOLLENSAK Wocoted lens; 500-watt ..... \$119.50

REVERE CAMERA COMPANY • CHICAGO 16, ILLINOIS

GIRL SCOUTS CONTINUED

## TROUBLE WITH THE TENTS



**ERECTING TENT** day of arrival, Irene O'Neill of El Paso, Texas straightens tent pole. Despite a wind, she and her patrol got tents up successfully.



**BLOWN DOWN** by a 60-mph wind which hit camp just before dark the first night, a tent put up too hastily provides problem for girls struggling with it.



**WARMING UP** on second morning, girls from Dallas huddle around their cooking fire. During the night camp had been drenched with an inch of rain.



# New way to make Cheese Sauce *in just 3 minutes!*

Carnation's special blending qualities make it possible.

No other form of milk will do!



"from Contented Cows"



Simmer 1½ cups (large can) undiluted Carnation and ½ teaspoon salt in saucepan over low heat to just below boiling (2 minutes).



Then add 2 cups (about 8 oz.) grated process-type American cheese. Continue to heat until the cheese melts. That's all!



So easy! Inexpensive, too!

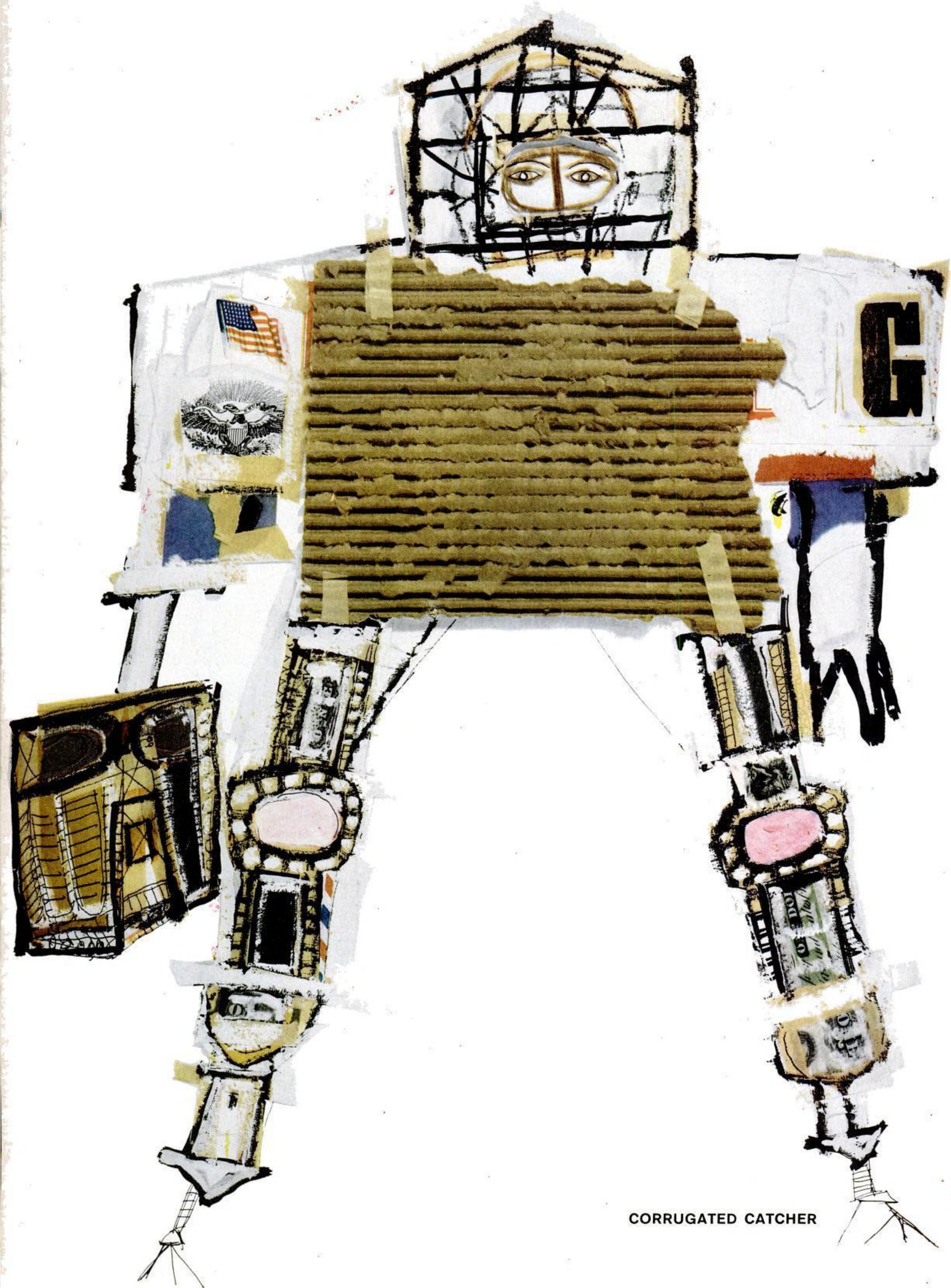
No flour or shortening needed  
with this milk that whips.

And smooth as only Carnation's special  
blending qualities can make it!

**FREE!** Send for new "One-Dish Meals"—a colorful booklet of quick and easy recipes. Excitingly different! Address Mary Blake, Carnation Company, Dept. LM-751, Los Angeles 36, California.

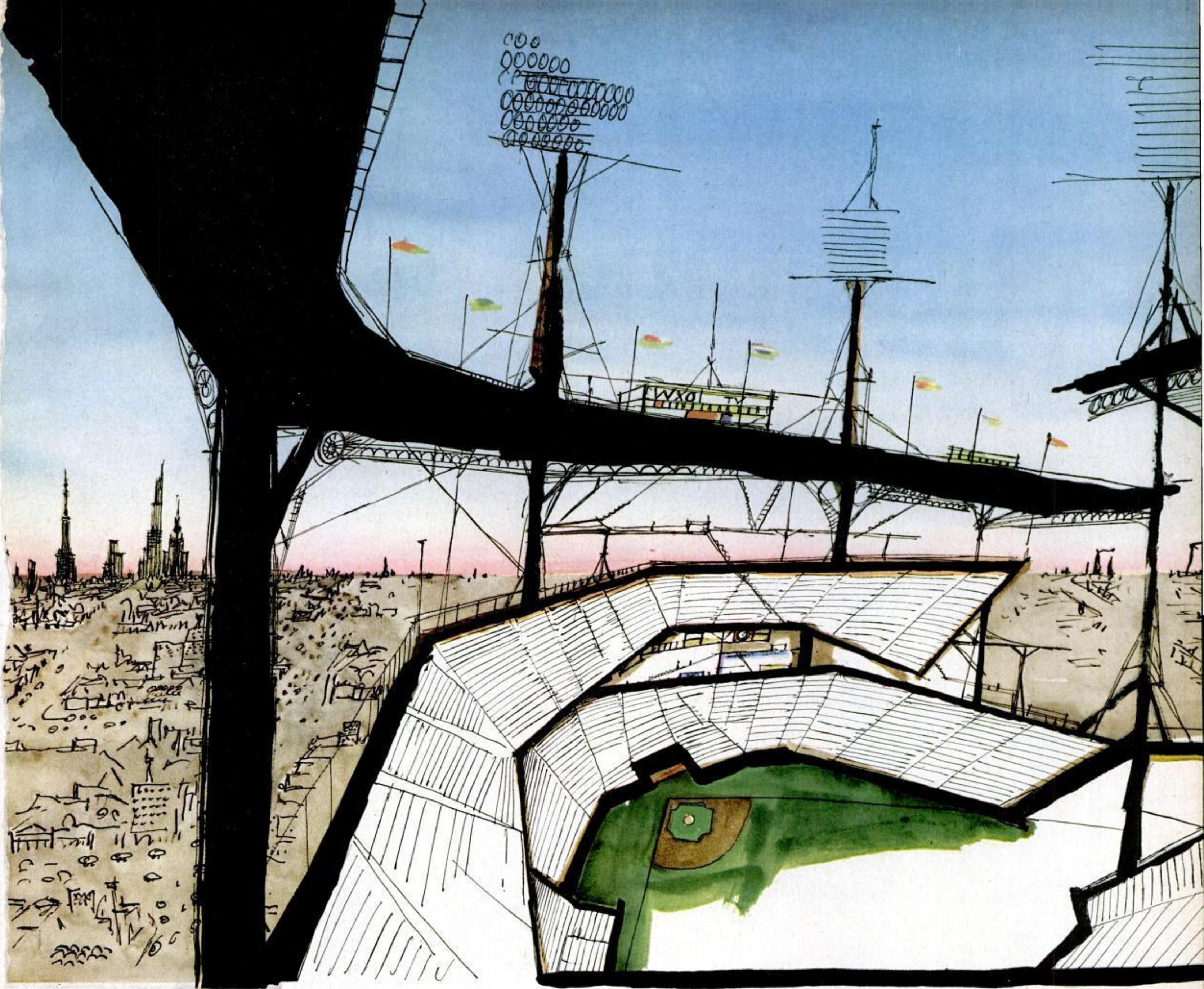
©OPR. 1955, CARNATION CO.





CORRUGATED CATCHER





ALL-AMERICAN ARENA

# STEINBERG AT THE BAT

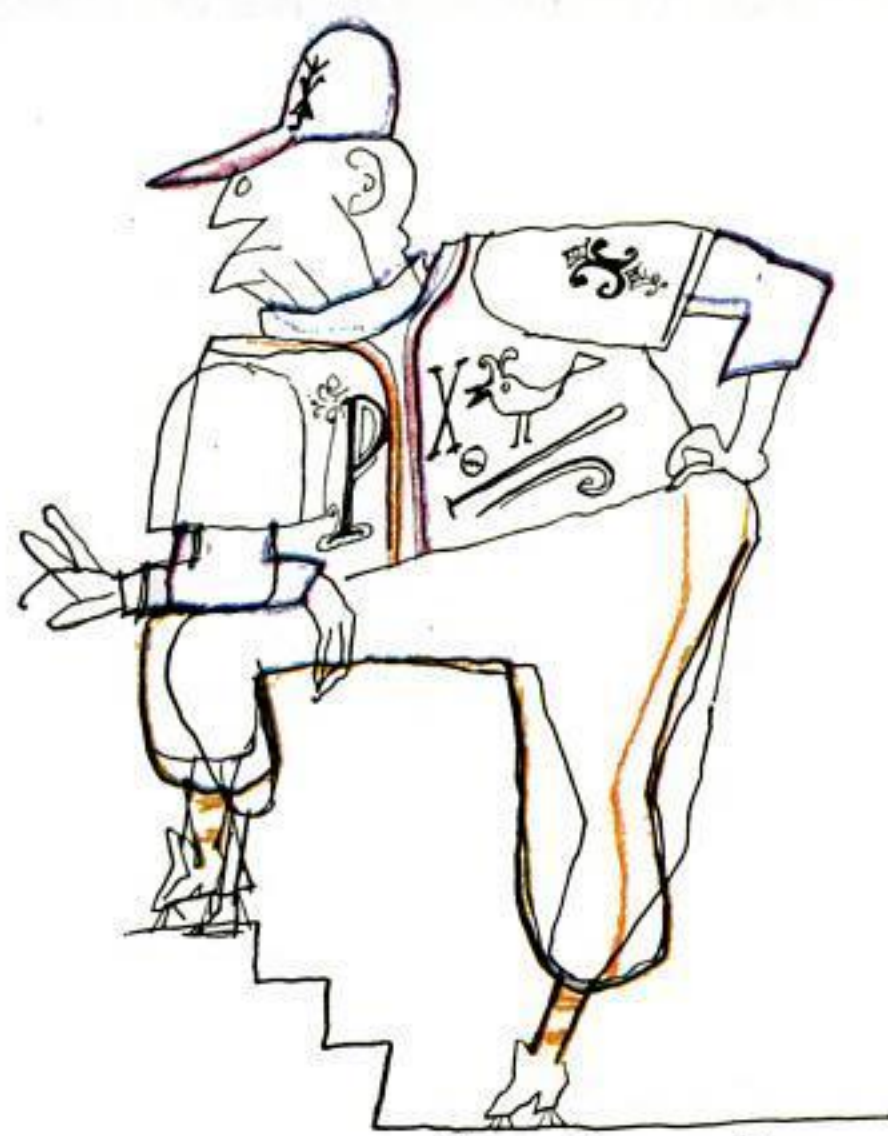
## Artist brings surprising look to a game he discovered

Saul Steinberg, a Romanian-born artist who came to the U.S. in 1942, has set down his views of the U.S. in wiry drawings born of a wry imagination. But he ignored one phase of the American scene until LIFE persuaded him to turn his eyes to baseball.

Steinberg began his study by buying 18 books on the subject. Having learned where home plate was, he proceeded to the scene of action. The stadium (*above*) looked enormous. Inside heroes and villains contended under the eyes of old men called managers (*right*) who dressed like kids with birds on

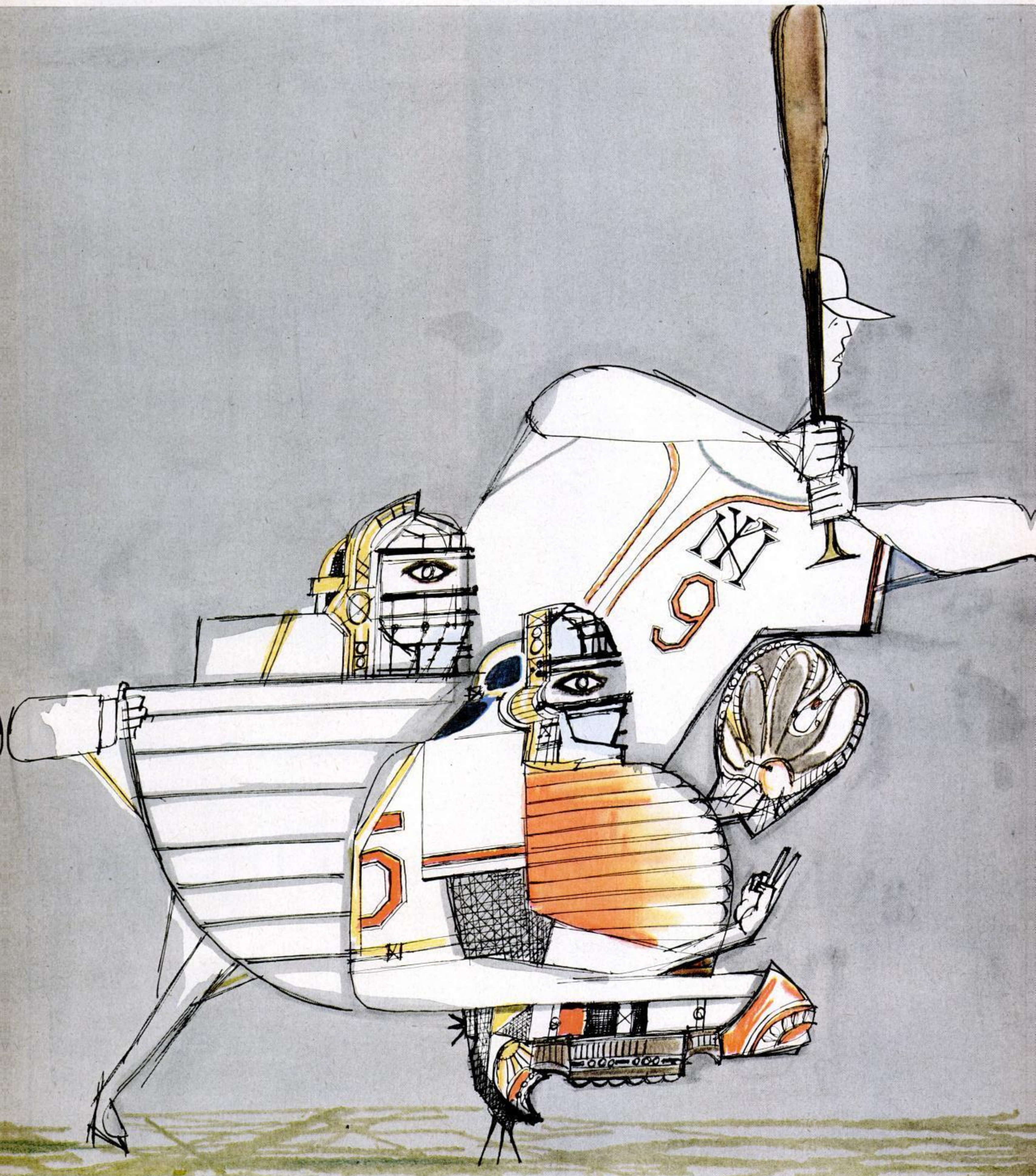
their chests. But the one Steinberg found the most impressive was the catcher in his corrugated armor (*opposite*).

As he gathered material, Steinberg got the baseball bug. To become more intimate with his new-found idols he accompanied the Milwaukee Braves on a road trip and after each game timidly entered the clubhouse, shook each player's hand reverently and left quietly. Then, when he felt he had the subject in hand, Steinberg bought a catcher's outfit to get in the mood and wore it as he set down the all-American impressions on these pages.



MESSAGE FROM THE MANAGER





THREE-HEADED CROUCH AT THE PLATE



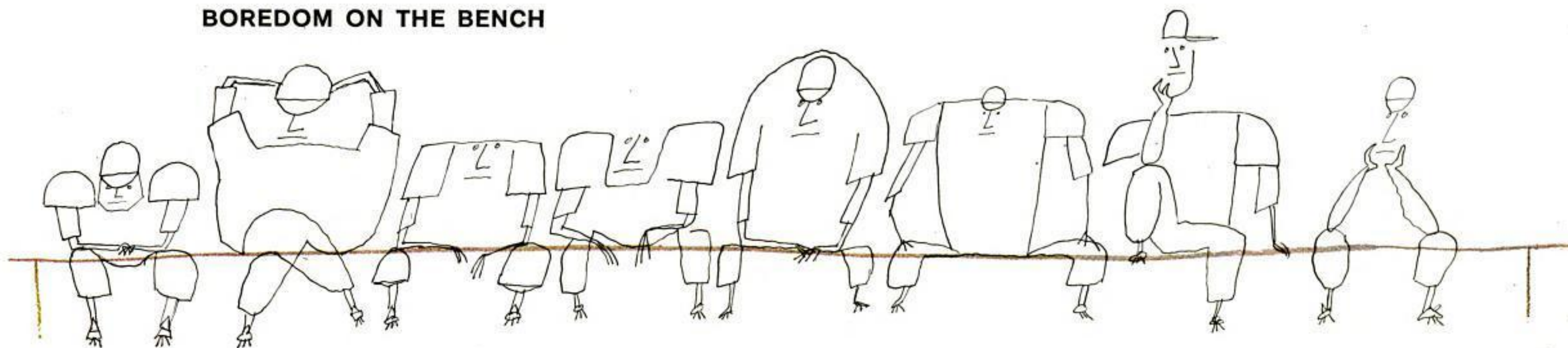


SELF-SATISFIED SOUTHPAW

STARING DOWN THE BATTER

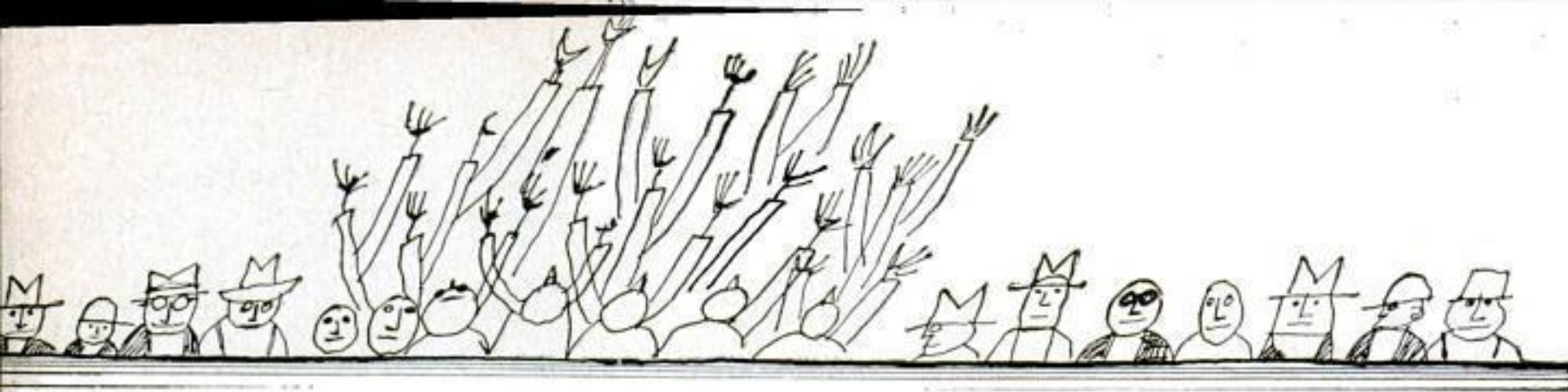


BOREDOM ON THE BENCH



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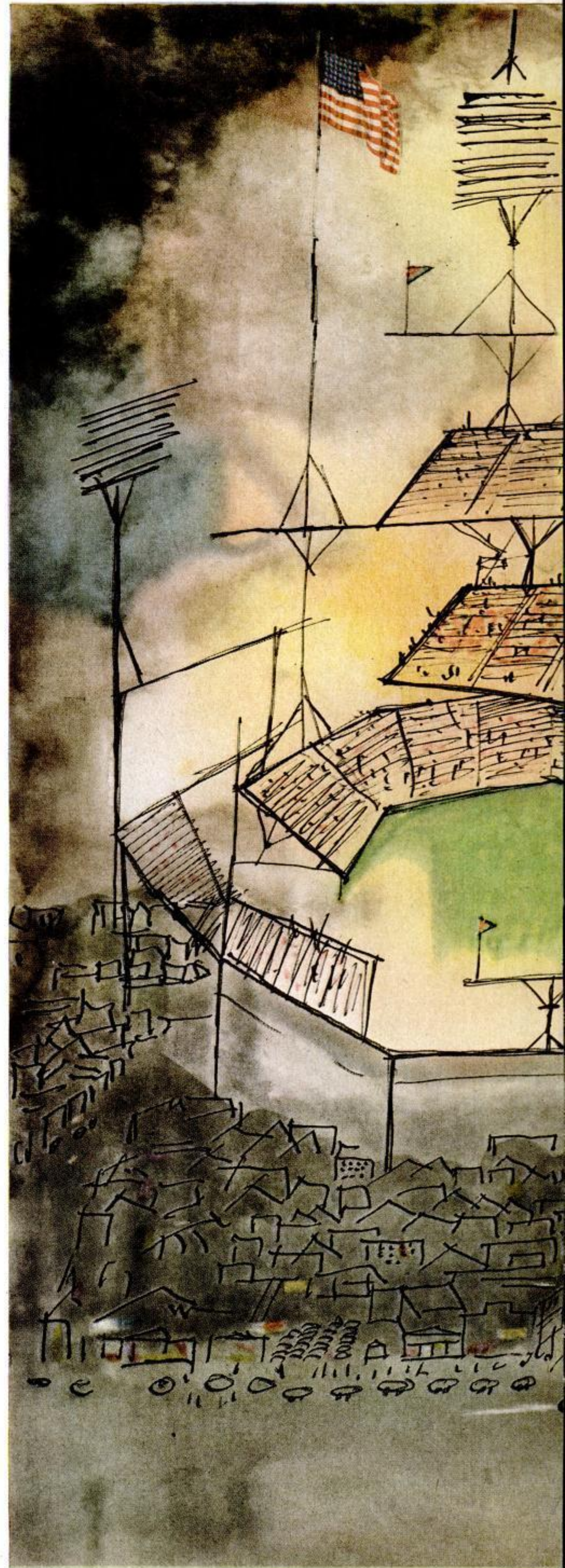




GRANDSTAND PLAY



EXECUTIONERS ON THE MOUND







THE SPECTACLE AT NIGHT



# Refresh without filling

## Have a Pepsi

IT ISN'T THE SAND, it isn't the sun, it isn't the sea, but the bathers who are the loveliest sight Nature has to offer on the beaches today.

They're such a pleasure to watch—the men so lean and fit-looking, the women with their graceful, slender waists. Even age makes so much less difference in their figures than it used to.

And the reason is a change in our way of living—the modern trend to lighter, less filling food and drink.

Pepsi-Cola has kept up with this change. Today's Pepsi, reduced in calories, never too sweet or heavy, refreshes without filling.

It is the modern, the light refreshment. Have a Pepsi.

*The Light  
refreshment*







HELICOPTER RETURNING FROM SPRAYING NBWA FLIES ALONG MAYO-KEBBI RIVER HOVERS OVER SICK NATIVES WAITING OUTSIDE GRASS SHACK MEDICAL CENTER

## WAR ON NBWA

French doctors rescue Africans from fly with bite that blinds

The scourge of the Nbwa fly had spread such disease and fear in the Mayo-Kebbi region of French Equatorial Africa that 34,000 natives had fled. But many of those who left were already marked by the fly which, in biting, releases a parasite which forms cysts in the skin and later often causes blindness.

Into the valley came a French medical mission equipped with helicopters. Despite their

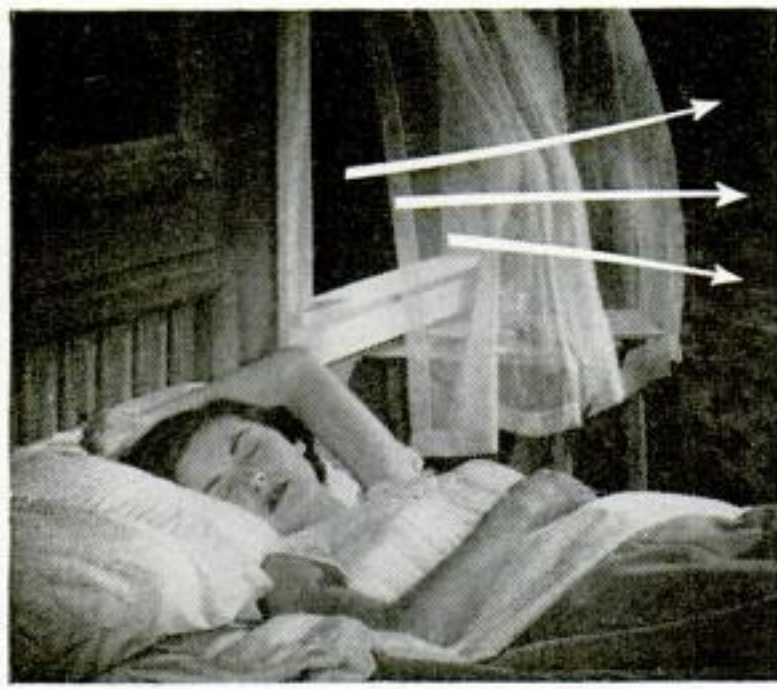
usual fear of white doctors, thousands of natives streamed to the makeshift huts (above) where the rescue team worked around the clock cutting out cysts to prevent blindness. To wipe out the flies, helicopters drenched their riverbank breeding ground with insecticide. So effective was the campaign that within 40 days the disease was checked and there was scarcely a Nbwa alive along the Mayo-Kebbi.

FILE OF NATIVES, BLIND GUIDED BY POLES, WANDERS IN DESERTED FIELD. ONCE DISEASE HAD ATTACKED EYES, VICTIMS COULD NOT BE CURED BY MISSION



CONTINUED





Bedroom



Dining room

Living room



## Cool several rooms with ONE fan!

The powerful Hunter Window Fan will comfortably cool *not just one* but several rooms in your home or apartment. Electrically reversible, it does double-duty as a ventilating or circulating fan, with a flip of the switch!

**Most beautiful window fan**—Spiral silver grille gives a modern "flush-mounted" appearance. Light ivory finish harmonizes with all colors.

**No installation expense** or extra wiring is required. You simply mount fan in window and plug in. Costs only a few pennies a day to operate. For demonstration, consult the phone book yellow pages and call your nearest Hunter dealer, today!

For free booklet, write

HUNTER FAN AND VENTILATING CO.  
401 S. Front St., Memphis 2, Tenn.

# Hunter WINDOW FAN

*Guaranteed 5 years*

18" model

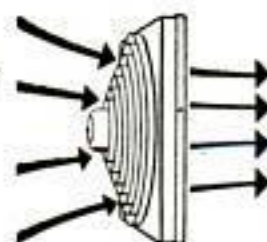
**\$59.95**

22" model-\$79.95

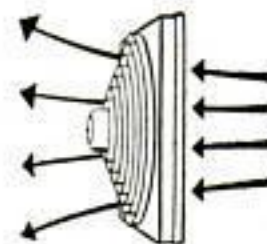
For 69 years Hunter has specialized in  
highest quality cooling and ventilating fans.

### New DOUBLE-ACTION Cooling

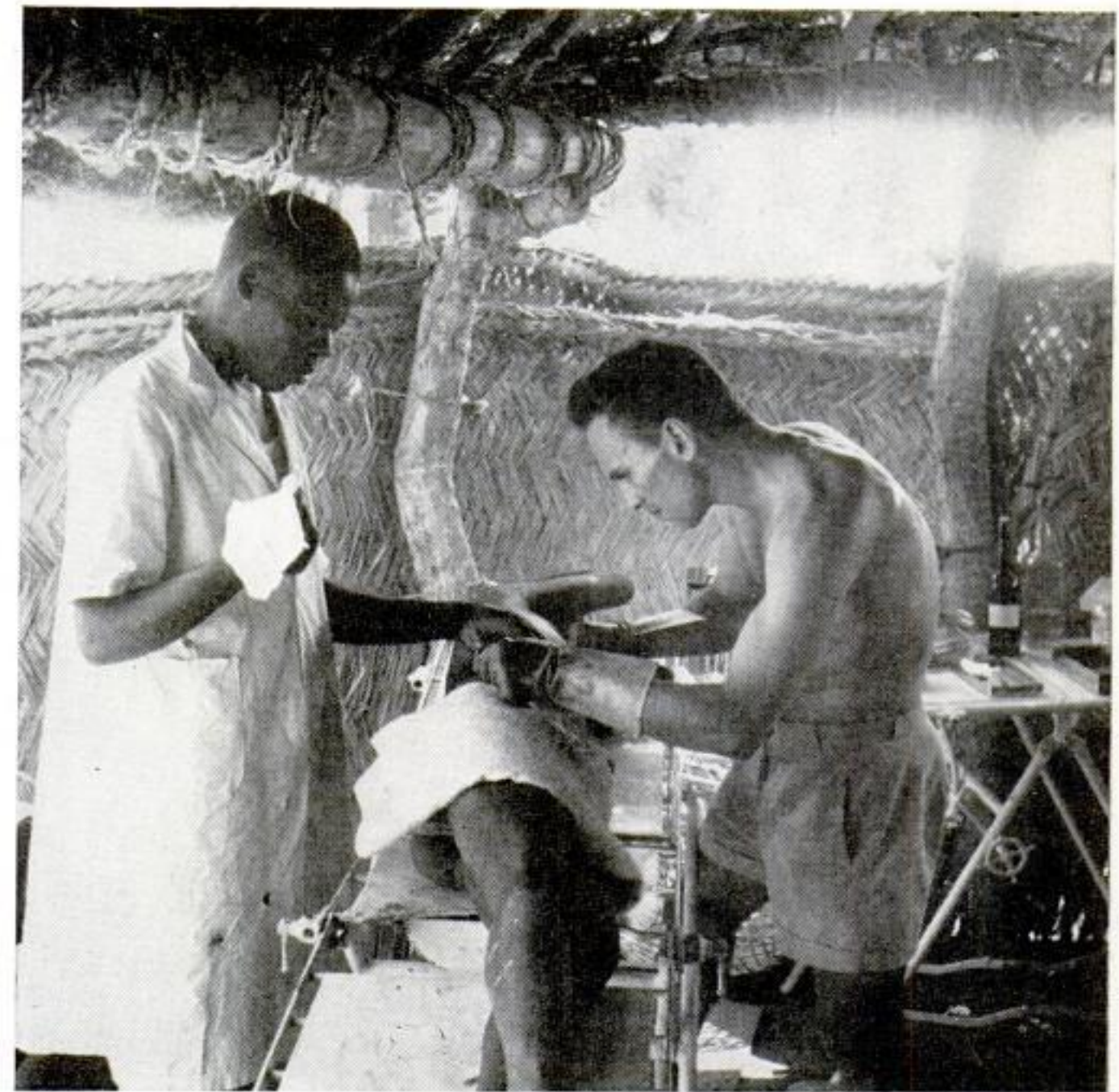
At night, the Hunter ventilates to drive out hot air and pull in cool breezes.



In daytime, flip the switch to reverse and it's a powerful circulating fan.



WINDOW • HASSOCK • ATTIC • OSCILLATING • CEILING • EXHAUST • INDUSTRIAL FANS • ROOM AIR CONDITIONERS



**TREATING A VICTIM** by cutting out cyst, Dr. Raymond Campana, surgical chief, works shirtless in 110° heat. Doctors operated on 3,700 natives.

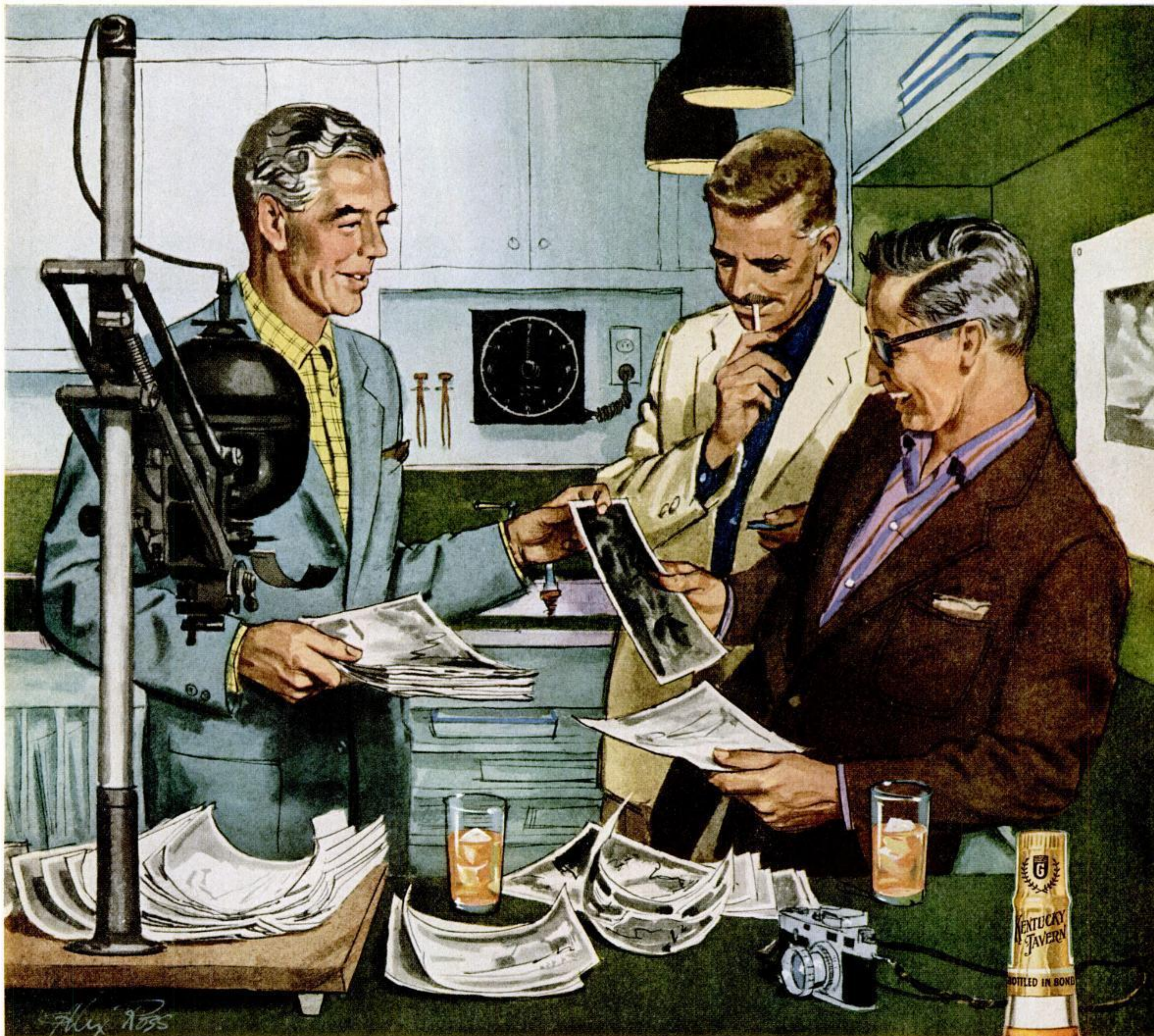


**DESTROYING NBWA**, helicopter sprays riverbank with insecticide. To be sure it reached flies, helicopters blew insecticide down with rotor's wash.



**GRATEFUL NATIVES** parade around helicopter at end of mission. Then they sent word to the fugitives that it was safe to return to their homes.





## For People of Inherent Good Taste

Quite naturally, Kentucky Tavern is the whiskey served here. For good taste finds in Kentucky Tavern the premium sour mash quality that is invariably the preference of the true Bourbon man. Made to the same family formula for three generations, this classic Kentucky Bourbon is the most notable achievement of the respected House of Glenmore.

We feel confident that you, too, will acknowledge the deep warmth and fullness of Kentucky Tavern, and enjoy it with an enthusiasm that makes its small extra cost inconsequential. Good taste puts no price on perfection.

**GLENMORE DISTILLERIES Company. Louisville, Kentucky**  
*"Where Perfection of Product is Tradition"*



Kentucky Straight Bourbon  
 Bottled-in-Bond — 100 Proof



"In two years of using **Tubeless Super**  
blow out a tire on the track", says Deat



Daring ramp leap with nails in tires proves Tubeless DeLuxe Super-Cushions give you greater protection against puncture flats!



Stunt driver jumps with slashed tires to prove that Tubeless DeLuxe Super-Cushions give you greater protection against blowouts!



**Tubeless DeLuxe Super-Cushion** by

Look for this sign; there's a Goodyear dealer near you.



# -Cushions we have yet to

## h Dodge Boss-Driver, Bill V. Reed



**"This is unheard of in the automobile thrill-show business. On short tracks in the past, we would average two blowouts a week, so you can see our tire problems have been solved by the use of Goodyear Tubeless Super-Cushions."**

Now, there's no such thing as a blowout-proof tire. Any tire may blow out if it is cut through or severely damaged. But naturally the tire with the most durable cord offers you the greatest protection against cuts and bruises—the most common cause of blowouts.

Goodyear's exclusive 3-T Cord, integrated with improved rubber compounds and triple tempered under Tension, Temperature and Time, is so tough that breaks grow slowly. Instead of a sudden, dangerous blowout, you get a gradual, harmless loss of air.

### **Death Dodgers get fewer puncture flats!**

*"We drive our cars on fairgrounds and race tracks where nails, glass and wire are plentiful, and our number of flat tires was always high due to these conditions. However, Goodyear Tubeless DeLuxe*

*Super-Cushions have really cut down our percentage of flat tires."*

Goodyear's exclusive 3-T Cord and Grip-Seal construction grip nails like a vise—lock air in. In ordinary driving, the air stays locked in until you remove the nail.

Taxi fleet owners report that in more than 74 million miles of hard service, they have reduced puncture flats 80% with new Tubeless DeLuxe Super-Cushions.

### **Bill Reed recommends Tubeless Super-Cushions!**

*"Our lives depend on the equipment which we use, and we feel that the Goodyear Tubeless Super-Cushion is the safest and best for our work. I am sure that your customers will feel the same way about this tire."*

**Moral:** Bring your car up-to-date with the new Tubeless Super-Cushions by Goodyear—they will fit your present wheels. Your Goodyear dealer will buy all the unused mileage in your present tires. See him today!



## **MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!**



**Stunt drivers' 100 m.p.h. speed runs prove new Tubeless DeLuxe Super-Cushions resist heat better—give you more miles of wear!**

# **GOODYEAR**

**The Tubeless DeLuxe Super-Cushion** is available in either 3-T Rayon or Nylon Cord. This new tread design is also available in a conventional tire with tube. Goodyear, Akron 16, Ohio.

Super-Cushion, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio



IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

# Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING  
destroys decay- and  
odor-causing bacteria!***

***Can't brush after every meal? One Gleem brushing  
destroys most decay bacteria!***

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay). Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

**Only Procter & Gamble's new  
GLEEM has **GL-70**  
new cleaner and decay fighter!**



***Mouth stays fresh all day with one Gleem brushing!***

Just brushing before breakfast with Gleem gives most people *all day* protection against mouth odor. Scientific tests prove brushing with pure, white Gleem stops most unpleasant mouth odor so effectively the mouth stays fresh *the whole day!*

***Kids just love Gleem's taste!***

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



**ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!**





**WAITING ABOVE,** cop watches for the scheduled brief emergence of John Christmas after 36 hours. Chimneys on escape hatch of shelter are air vents.

# H-BOMB SHELTER TESTS TEXAS FAMILY

**Volunteers survive three damp, dull days below**

Defense tests in the H-bomb age have been designed to prove force of explosives and permanence of buildings. In Houston, Texas, civil defense workers decided to test the resilience of people. As part of the last nationwide exercise, they picked the family of John Christmas, a machinist, to spend three days in a steel-and-concrete shelter. Equipped with bottled water, food, cots, games and a chemical toilet, the family found humidity one of its big problems. With temperature in the 80s and humidity rising to 96, they moved about as little as possible. When Mrs. Christmas lit the canned heat stove, her husband manned a hand air pump to keep the damp air tolerable. Another big problem was boredom; son Stanley found things so dull underground that he played both sides of a chess game.

**POPPING OUT,** Geiger counter in hand, Christmas tests "radioactivity," then goes back down. Circular shelter was built in backyard of a new model home.





It's great outdoors...

# Enjoy America's Party Drink!

**PAR-T-PAK**



Flavors to suit every taste!  
Lively, sparkling refreshment!  
6 full glasses in the  
big quart bottle!



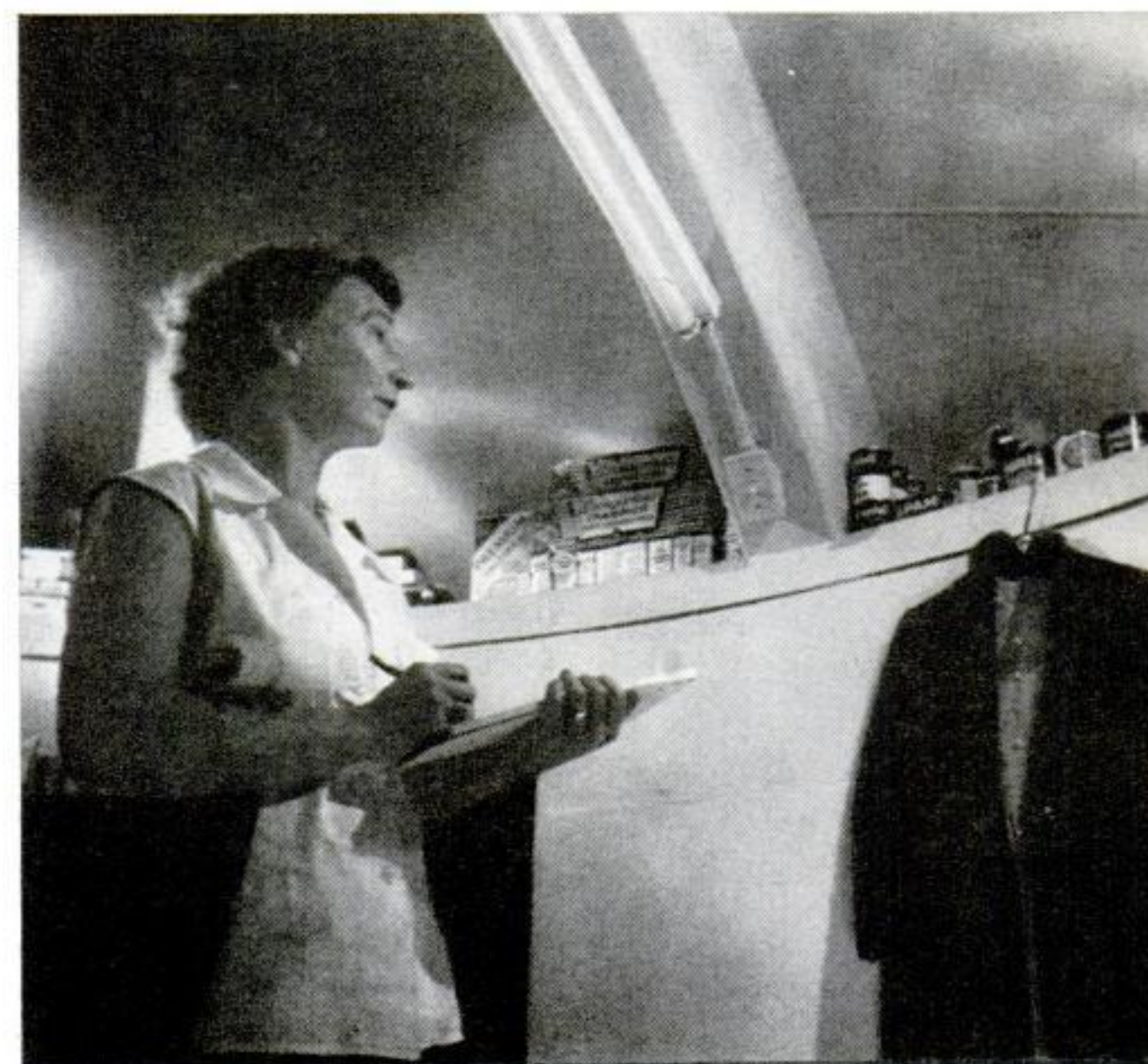
**PAR-T-PAK** full-flavor **BEVERAGES**

BY THE MAKERS OF ROYAL CROWN COLA AND NEHI BEVERAGES

## Family in Shelter CONTINUED



**IN THE SHELTER** Mary Lou Christmas, 11, and brother Stanley, 13, took to their books to pass time. Family slept in shifts, adults kept an hourly log.



**ABOVE GROUND** nurse talked to family every four hours on intercom to check on health. Doctor examined them after vigil, found them all well.



**OUT AT LAST**, the family is reunited with puzzled daughter Jan, 5, too young for test. Civil defense paid Christmases \$100 a day for their efforts.





FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

## Helpless males, huh?

**It's Mom's night out—and the boys are whooping it up with Franco-American Spaghetti.**

**Y**OU'VE GOT A MAN-SIZE FEAST when you pile a plate high with piping-hot FRANCO-AMERICAN Spaghetti. A no-nonsense, stick-to-the-ribs kind of meal.

All you do is open a can (better make it *two*). Then heat the spaghetti in a saucepan three minutes and it's ready. Now—dish it out and pull up a chair.

Here, friends, is food that's *fun*!

Franco-American Spaghetti's juicy tomato sauce (with

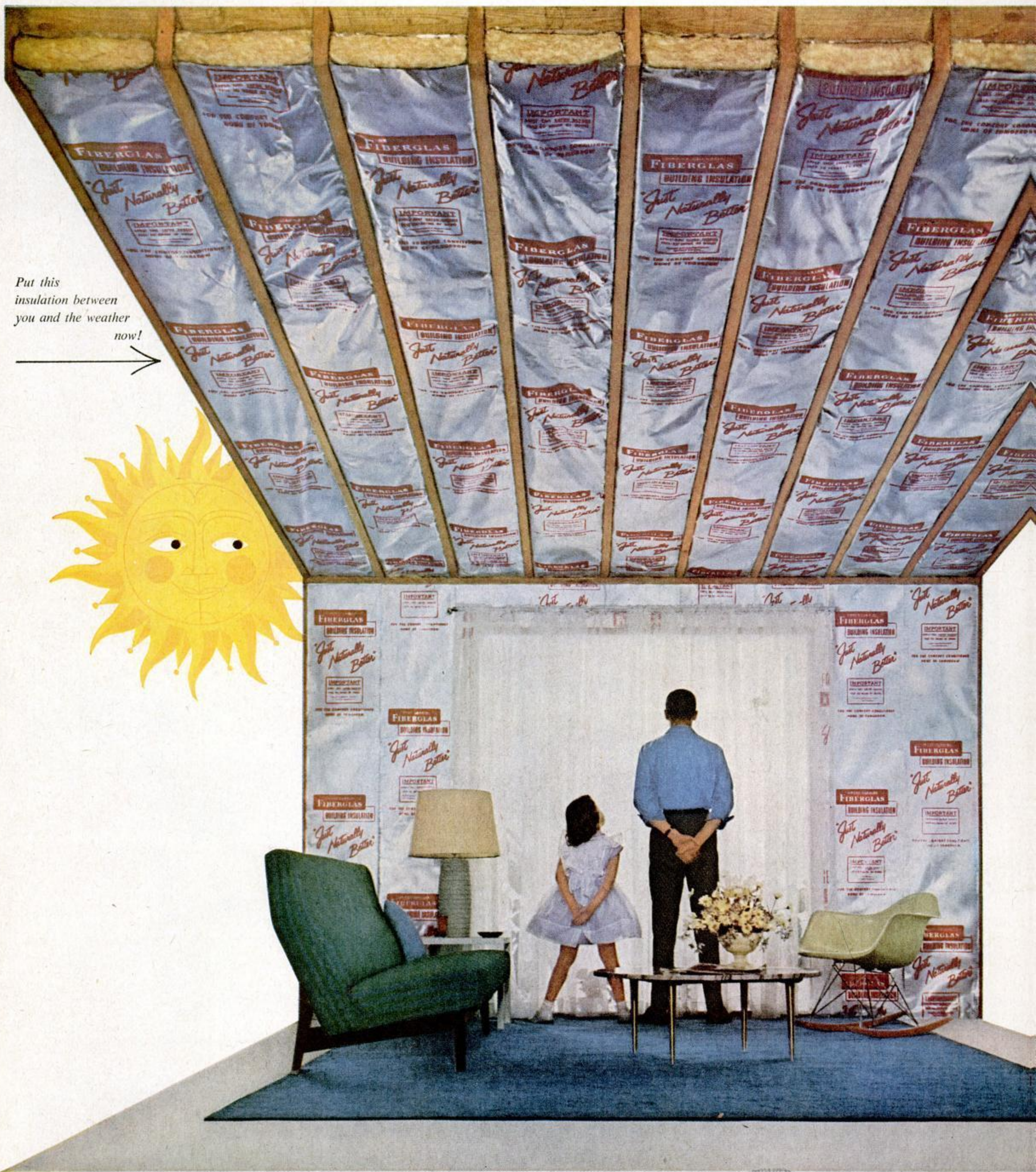
genuine Cheddar Cheese) is such a *happy* food, first thing you know you're showing off your spaghetti-twirling technique. *Next* thing you know, you're ready for more.

Which is a fine thing, too! Because Franco-American Spaghetti is a nutritious food. It supplies body-building protein and energy which we all need every day.

- Franco-American Spaghetti costs less than 8¢ a serving.
- Lots of people like it better than the homemade kind.







## New Fiberglas Foil-Enclosed Insulation comfort-conditions your home winter and summer!

This two-way product combines Fiberglas Insulation, to give maximum year-round efficiency...with genuine Alcoa aluminum foil, to reduce summer heat flow. And what a difference it makes! It slashes the installation costs of air conditioning by making it possible to use smaller, less expensive units...reduces operating costs by as much

as 58%. It keeps your home much, much cooler in summer even if you *don't* have air conditioning. It helps maintain uniform warmth in winter...pays for itself in fuel savings within a few years. Look for new Fiberglas Foil-Enclosed Insulation when you buy, build or modernize *any* home!





**For cool summer comfort  
at low cost, look to...**

# OWENS-CORNING FIBERGLAS

T.M. REG. U.S. PAT. OFF.

There are many products today wearing this familiar Fiberglas\* label that were designed with your summer comfort—and budget—in mind. Materials like the exciting new foil-enclosed building insulation you see here—developed by Owens-Corning Fiberglas Corporation with the cooperation of the Aluminum Company of America. At the right are still other Fiberglas contributions to cool, serene summer living... contributions that show how *Fiberglas makes good things better... makes new things possible!* Owens-Corning Fiberglas Corporation, Dept. 10G-11, Toledo 1, Ohio.

\*T.M. Reg. Owens-Corning Fiberglas Corporation



**TO COOL A ROOM...** The room unit shown here cools quietly because of Fiberglas Insulation; the housing is made of Fiberglas reinforced plastic. Pollen and dust are washed from the air that passes through the unit by a disposable Fiberglas Dust-Stop\* Air Filter. No cleaning. No mess.



**TO COOL A HOUSE...** With a central system that both cools and heats your house, you save in operating costs all year long when the ducts are covered with Fiberglas Insulation. This simple job prevents summer coolness and winter warmth from leaking out along the way to your living quarters... reduces costs.



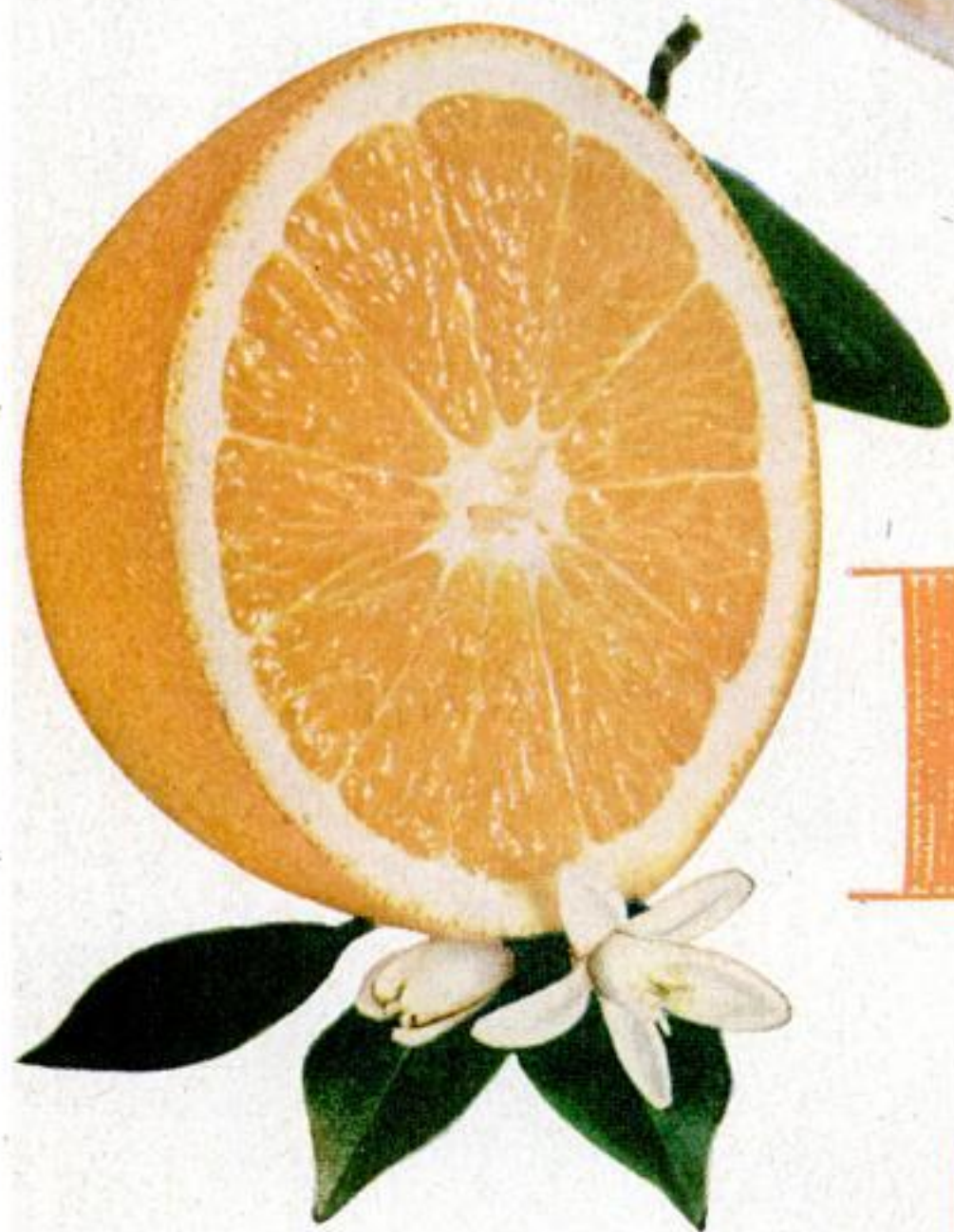
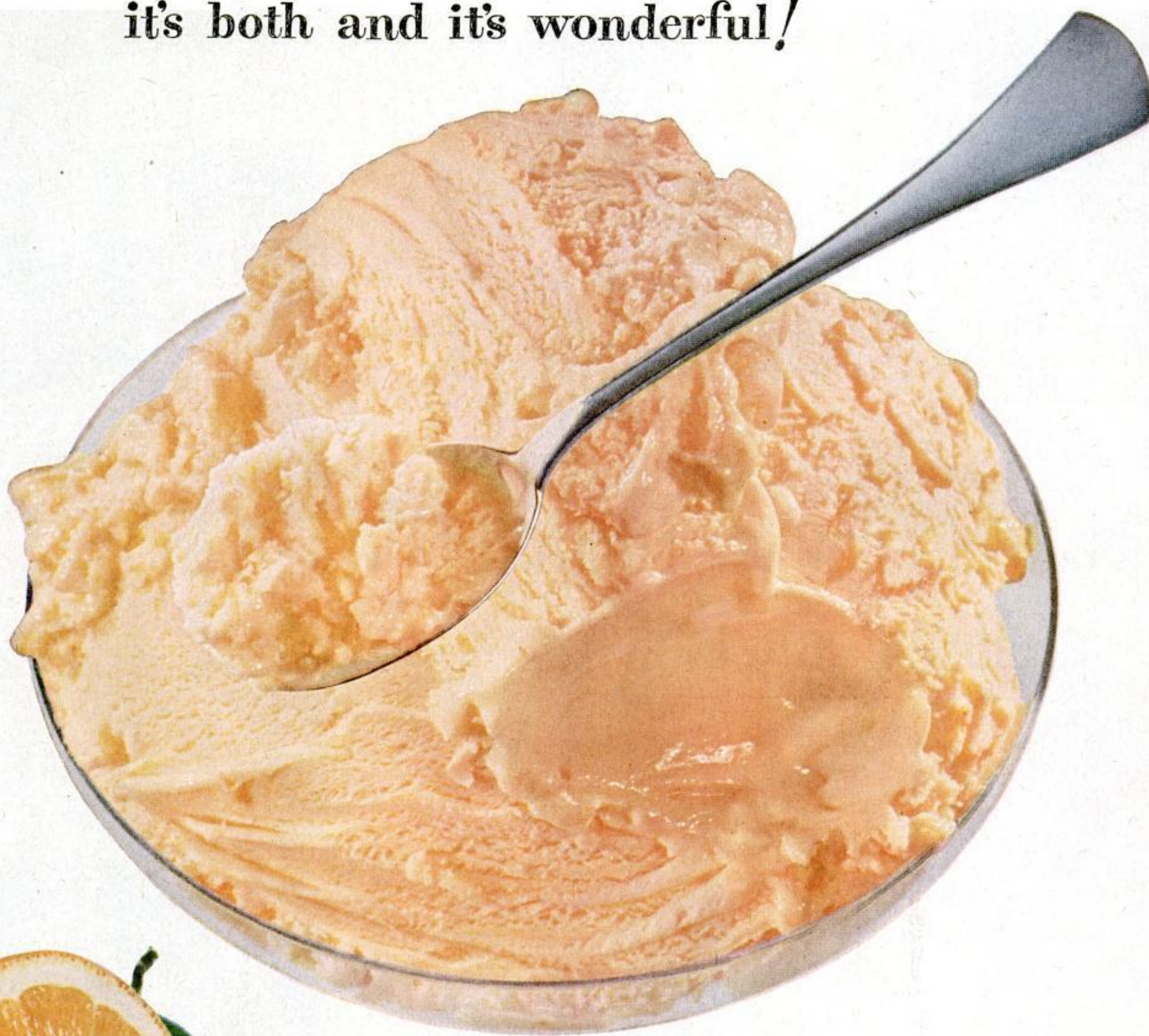
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# Orangerine

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JEAN ANNE EVANS KISSES THE HORSE SHE FIRST RODE ON, HER MOTHER'S HORSE BRYAN. CHILD'S SIZE 3 BOOTS ARE SPECIALLY MADE FOR HER IN AUSTIN

# Youngest Cowgirl

15-MONTH-OLD RIDES IN ROUNDUP

At an age when many children are learning proudly to say "horsie," Jean Anne Evans, 15 months old, is riding one on roundups at her family's 33,280-acre ranch near Fort Davis, Texas. Jean Anne rode with her mother at one month, and at 11 months she could sit her own tiny saddle. Now she is steadier in the saddle than on her own feet, betrays her years only occasionally by dropping off to sleep suddenly in mid-roundup.





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## YOUNGEST COWGIRL CONTINUED



**HOISTED UP** by her mother, Jean Anne rides her own 25-year-old horse Toy Boy. Both old horse and small saddle used to belong to Jean Anne's father.



**DRIVING IN**, Jean Anne goes along as parents get part of family's 1,000-head herd to water lot. Mother or father always rides close beside child.



**TUCKERED OUT**, cowgirl sleeps with pillow on pommel of mother's saddle. She has fallen only once, when her horse shied while she was wide awake.



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lipsticks for the woman in love...

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Proudly, these magnificent reds say to one and all: "I am alive!" Devotedly, they cling to your lips soft and responsive.

A woman's lips can say many things. Will you allow yours to speak of love?



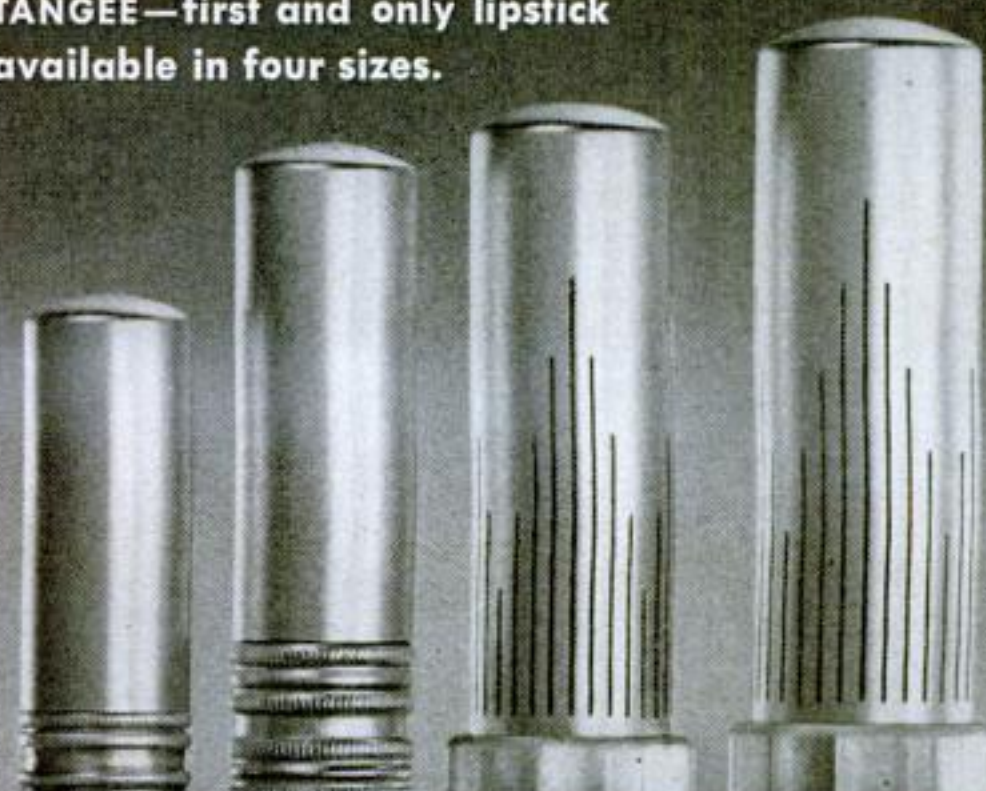
**EXCLUSIVE LANALURE** keeps Tangee's brilliant red Living Colors alive on your lips—glowing without a shadow of greasiness, all day long! Lanalure prevents drying and cracking—keeps your lips soft, moist, and lustrous—alive with color!

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for the softest, smoothest skin in the world... a  
daily **LINIT** bath!



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stage, screen and TV  
and her son Jeffrey

"My doctor recommended it," says  
lovely **ANNE JEFFREYS STERLING**,  
"and I've found that a daily **LINIT**  
bath is the perfect way to soothe and  
protect little Jeffreys' sensitive skin."



Produced by  
Corn Products Refining Co.

**I**T'S a happy, happy day for your baby when you discover Linit for the bath. Because a Linit bath soothes and protects delicate skin as nothing else can.

The reason is simple: As you know, diapers, clothes, everything that touches your baby's tender skin — the air, even the very water in which you bathe him — can be a source of irritation.

But a small amount of Linit Starch makes bath water feel soft and cooling... leaves a smooth, invisible film that absorbs excessive moisture and actu-

ally guards the skin. Remember, too, a Linit bath not only protects baby from prickly heat, diaper rash and other annoying skin irritations, but helps to relieve and control these conditions once they develop.

So, it's only natural that Linit, starch from corn, is preferred by mothers everywhere for baby's bath.

Next time you bathe your baby, give him a *Linit bath*. See his skin become fresher, softer — and ever so much smoother.

*here's all you do!*

Swish approximately half a cup of **LINIT STARCH** into your baby's bath. See how smoothly, quickly it dissolves. Bathe baby as usual. Then pat dry with a soft towel to leave a sheer veil of protecting Linit on the skin.





CHAMPAGNE IS POURED BUBBLING INTO A CRYSTAL GOBLET THAT HOLDS BRANDIED FROZEN FRUIT TO MAKE A COOL AND QUICK SUMMERTIME DESSERT

# Sweet in the Heat

**SUMMER DESSERTS KEEP COOKS COOL,  
CALORIE COUNTERS ON THEIR DIETS**

Dessert, which should be a matter of unalloyed delight, has now become a kind of culinary problem. Though Americans have not lost their taste for desserts, they hold back from eating them because they are afraid of gaining weight. And in hot weather, American women hold back from cooking desserts because they think too much work is involved.

For both troubles there are solutions. There are cool and sweet-tasting desserts that are no more fattening than a big apple, though they may look like something a calorie counter should abhor. And for those who want to spend as little time as possible in the kitchen, there are desserts that can be made in a few minutes, leaving most of the work for the refrigerator. For instance the fruit cup above takes three minutes to assemble, can be marinated and chilled for an hour or a day.

On this and the following pages LIFE has assembled 21 summertime desserts which go easy on the calories or easy on the cook. On the pages following this array are the recipes for preparing these ingenious desserts.

Photographed for LIFE by BEN ROSE

CONTINUED ON NEXT PAGE





## SAFE INDULGENCE FOR WEIGHT WATCHERS

These are eight desserts for those who count calories but still like sweets. They are made with little or no sugar and use new low-calorie cake mixes and ingredients. Starting at the back row, left, is a bowl

of fruit. Right of the fruit is zabaglione, a variation of a famous Italian delicacy with only 90 calories. (The scale at back is weighing ingredients for zabaglione.) In front of the zabaglione is strawberry





whip which looks as if the diet lid is off but has a low count of 65 calories. In white bowl at right is coffee jelly made from calorie-free coffee, with only nine calories per serving. On the chopping block,

left foreground, are fruits for a tropical compote which is marinated in wine and counts to 57 calories per serving. On the gold-rimmed plate, center, is 79-calorie sherry jelly. Foreground center is a

cherry crown, a tart summer dessert with 47 calories. At right are *petits fours* to serve with after-dinner coffee, each with about 45 calories. The chocolate rolls on the dish have only 20 calories each.

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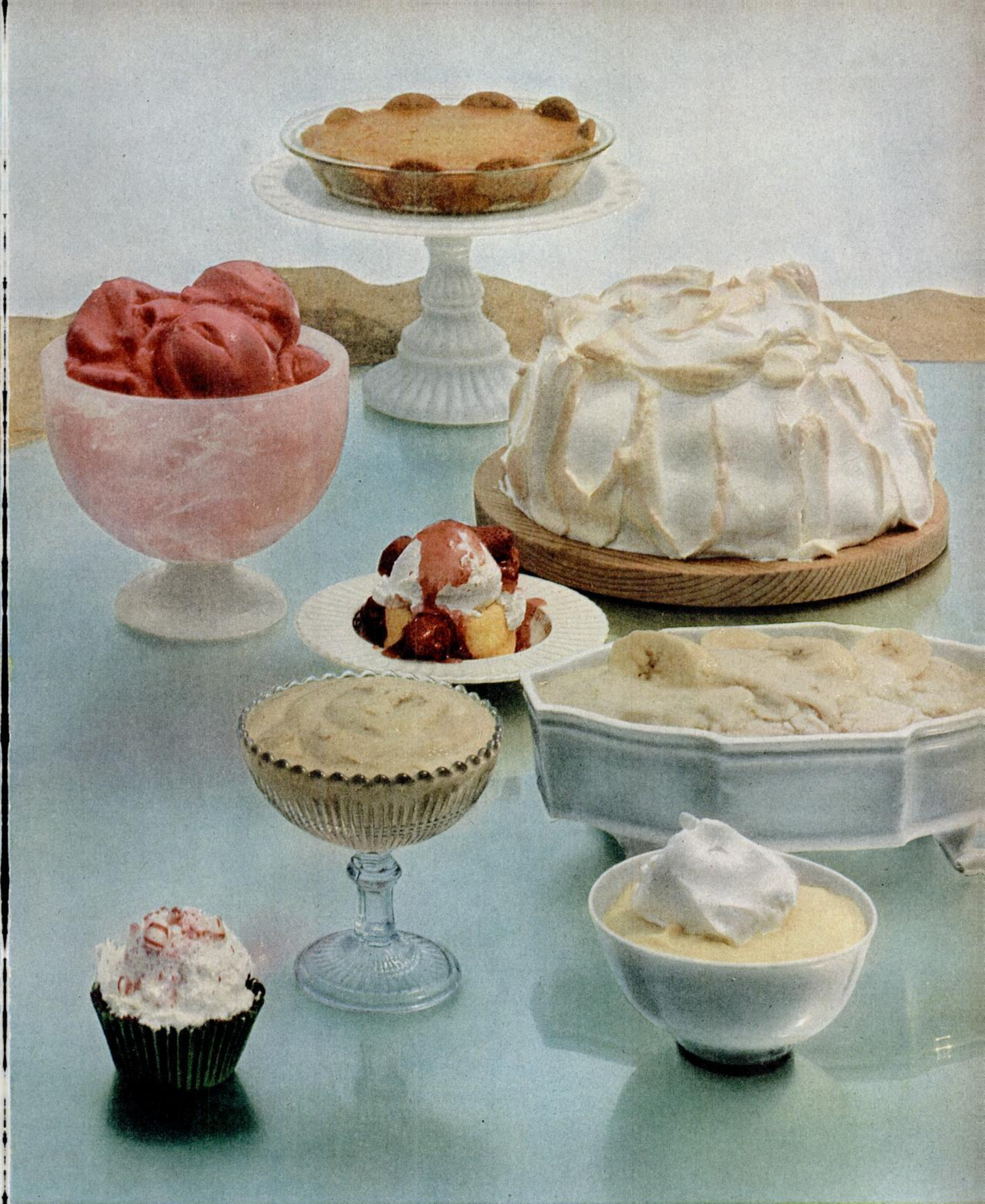


**CHILL DELICACIES**  
**MADE IN 10 MINUTES**

These are timesaving desserts. Each of the 12 can be engineered in less than 10 minutes by making use of quick mixes and packaged foods. Starting left, on the back row, is peppermint chocolate ice

cream. Over past the hourglass, whose two hours could clock the making of the 12 desserts, in an alabaster compote is cranberry sherbet. On the milk-glass cakestand at the back is a rum and





butterscotch pie and, in front of it, a quick baked Alaska. From left in the front are a hurry-up ice-box cake that takes only five minutes to prepare and an hour to chill in the refrigerator, a bowl

full of chilled sour cream and cherry jam, and a strawberry-bordered *cœur à la crème*. Fore-ground center is a chocolate ice cream cup topped with crushed peppermint candies. Behind it in

a glass goblet is Roman coffee cream. On the white fluted china plate is frosty strawberry short-cake. In the oblong dish is banana Kirsch sherbet. Eggs à la neige are in the dish foreground right.

CONTINUED ON NEXT PAGE





**Three wonderful ways  
to weather the summer!**

**JOHNSON'S BABY POWDER**—guards skin against irritating stickiness, chases prickly heat. Gives an all-over smooth, fresh, fragrant feeling.

**JOHNSON'S BABY OIL**—perfect protection against drying effect of wind and sun—helps skin retain natural moisture. America's favorite baby oil.

**JOHNSON'S BABY LOTION**—soothing, cooling treatment for sun- and wind-dried skin. Helps prevent summer rashes—keeps skin clear and comfy.



# RECIPES FOR DESSERTS

## COUPE DE LUXE

1 package frozen whole strawberries      ¼ cup fruit brandy  
1 package frozen sliced peaches      1 fifth iced champagne  
1 package frozen pineapple chunks

Defrost fruit and add brandy. Marinate for at least one hour. Spoon into large glasses. Pour champagne over fruit at the table. Serves 6.

## ZABAGLIONE

6 eggs, separated      6 noncaloric sweetener tablets  
3 tablespoons Marsala wine

Beat egg whites until stiff. Mix yolks, wine and crushed tablets in top of double boiler. Cook over gently simmering water, beating constantly until thick and light. Fold into whites. Serve warm or chilled. Serves 6.

## STRAWBERRY WHIP

1 cup fresh strawberries, crushed      ¼ teaspoon grated lemon rind  
6 whole strawberries      1½ envelopes unflavored gelatine  
¾ cup ginger ale      ½ cup nonfat dry milk powder  
2 teaspoons lemon juice      12 noncaloric sweetener tablets

Soften gelatine in ½ cup water; dissolve over hot water. Combine with ginger ale, crushed tablets, lemon rind and crushed strawberries. Chill until mixture begins to thicken. Combine lemon juice and ½ cup ice water in small bowl; sprinkle milk powder on top. Beat until stiff. Fold into gelatine mixture. Chill. Serve topped with whole strawberries. Serves 6.

## COFFEE JELLY

6 teaspoons instant coffee      1-inch stick cinnamon  
1-inch-square orange peel      1½ envelopes unflavored gelatine  
1-inch-square lemon peel      12 noncaloric sweetener tablets

Soften gelatine in ½ cup water. Mix coffee, crushed tablets, peel and cinnamon in 2½ cups boiling water. Simmer 5 minutes. Add gelatine and dissolve. Strain and chill. To serve, break up with fork. Serves 6.

## TROPICAL COMPOTE

1½ cups cubed pineapple      1 cup cubed papaya or  
½ cup cubed cherimoya or      1 cup sliced peaches  
½ cup sliced banana      ½ cup dry white wine

Combine fruit with wine and marinate at least two hours. Serves 6.

## SHERRY JELLY

¾ cup sweet sherry      2 envelopes unflavored gelatine  
1 cup orange juice      16 noncaloric sweetener tablets  
¼ cup lemon juice

Soften gelatine in ½ cup water. Add tablets and 1 cup hot water, stir to dissolve. Mix all ingredients. Pour into six half-cup molds. Chill.

## CHERRY CROWN

2 cups water-packed sour pitted cherries      1 envelope unflavored gelatine  
1 teaspoon lemon juice      12 noncaloric sweetener tablets

Soften gelatine in ½ cup water. Measure cherry juice and add water to make 1½ cups. Heat to boiling point, add crushed tablets. Add gelatine mixture and remaining ingredients. Pour into 6 half-cup molds and chill.

## PETITS FOURS

1 package low-calorie golden cake      2 eggs  
and frosting mix      Food coloring  
2 cups sifted confectioners' sugar      Flavoring extracts  
1 teaspoon unflavored gelatine

Mix cake as directed. Divide batter into two heavily greased and floured 8x8x2-inch pans. Bake 20 minutes in a moderately hot oven (375°F.). Turn out on greased racks; cover with pans until cool. Cut cakes into small squares, diamonds, rounds, etc. with sharp knife or deep cookie cutters. Recipe makes 48 petits fours about 1x1½ inches if each cake is cut into 4 strips in one direction, 6 in the other. *Frosting:* Soften gelatine in ¾ cup water. Bring to boil, stirring constantly. Add frosting mix. Beat, in warm bowl, until thick and fluffy. Add sugar and 3 tablespoons hot water. Divide frosting into several heatproof bowls. Flavor and color each portion differently. To keep frosting runny, set bowls over simmering water. To coat cake, hold it on two-tined fork and dip into frosting. Let excess drip into bowl. Set frosted cakes on rack with pan under to catch drippings. If frosting gets stiff, add a few drops of boiling water. When all cakes are frosted, decorate as desired with nuts, shredded coconut, icing. (Drippings may be mixed and used if needed.)

## CHOCOLATE ROLLS

1 package low-calorie chocolate cake and      2 eggs  
frosting mix      1 teaspoon unflavored gelatine

Mix cake as directed. Pour into two heavily greased and floured 12x18-inch pans. Bake 8 minutes in a hot oven (400°F.). Turn out on lightly floured towels; cover with pans until cool. Cut cakes in half to make four strips about

CONTINUED



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## SWEETS CONTINUED

5x16 inches each. *Frosting:* Soften gelatine in  $\frac{3}{4}$  cup water; bring to boil, stirring constantly. Add frosting mix. Beat, in warm bowl, until fluffy. Frost cakes. Let set 20 minutes. Roll cakes into 16-inch-long rolls. Cut rolls into  $\frac{3}{4}$ -inch slices (with a sharp wet knife). Makes about 88 slices.

### PEPPERMINT CHOCOLATE ICE CREAM

1 package chocolate frozen dessert mix      Light cream  
2 ounces chocolate-coated mint patties

Prepare mix as directed using cream. Melt mints in 2 tablespoons additional cream. Add to mix. Freeze in refrigerator tray. Serves 6.

### CRANBERRY SHERBET

2 cups cranberry juice      1 envelope unflavored gelatine  
 $\frac{1}{4}$  cup lemon juice      1 cup sugar

Soften gelatine in  $\frac{1}{2}$  cup cold water. Add  $\frac{3}{4}$  cup boiling water, dissolve gelatine. Add sugar, dissolve. Add juices. Pour into refrigerator trays and freeze. To serve, spoon into bowl. Beat until creamy. Serves 6.

### RUM AND BUTTERSCOTCH PIE

1 package butterscotch instant pudding      Light cream  
18 gingersnaps      2 tablespoons sugar  
1 tablespoon rum      2 tablespoons melted butter

Mix 12 crushed snaps, sugar, butter, 1 tablespoon water. Spread over bottom of 8-inch pie plate. Break 6 gingersnaps in half, arrange along rim. Make pudding as directed with cream and rum for liquid. Pour into shell. Chill.

### BAKED ALASKA

Packaged 8-inch cake layer      4 egg whites  
1 quart firm ice cream       $\frac{1}{2}$  cup sugar

Beat egg whites and sugar to stiff meringue. Place cake on wood platter, center ice cream on cake. Cover ice cream and cake with meringue. Brown lightly in a very hot oven (500°F.) 2 minutes. Serve at once. Serves 6.

### ICEBOX CAKE

2 8-inch packaged cake layers      2 cups heavy cream  
2 tablespoons crème de cacao       $\frac{1}{2}$  cup instant cocoa mix

Split cake layers. Mix cocoa and cream. Beat to spreading consistency. Add liqueur. Spread between layers and on top of cake. Chill. Serves 6 to 8.

### SOUR CREAM AND CHERRY JAM

1 pint sour cream      1 cup cherry jam

Mix cream and jam in refrigerator tray. Chill, don't freeze. Serves 6.

### COEUR A LA CREME

12 ounces cottage cheese      1 cup heavy cream  
8 ounces softened cream cheese      Strawberries

Beat cheeses and cream until smooth. Spoon into 6 half-cup baskets lined with cheesecloth. Refrigerate overnight. Unmold. Serve with berries.

### CHOCOLATE ICE CREAM CUPS

6 ounces semisweet chocolate bits      1 pint ice cream  
2 tablespoons butter      Peppermint candies

Melt chocolate and butter over hot water. Line 6 paper baking cups with mixture. Set in muffin pan; chill. Serve with ice cream, crushed mints.

### ROMAN COFFEE CREAM

2 cups ricotta cheese      1 tablespoon instant coffee  
4 tablespoons heavy cream      4 tablespoons confectioners' sugar  
1 tablespoon brandy

Combine ingredients. Beat until smooth. Chill if desired. Serves 6.

### FROSTY STRAWBERRY SHORTCAKE

6 packaged cake shells      Light cream  
1 pint strawberries, crushed      2 tablespoons curaçao  
1 package vanilla frozen dessert mix

Prepare mix with cream as directed on package. Add curaçao. Freeze in refrigerator tray. Serve in shells, topped with berries. Serves 6.

### BANANA KIRSCH SHERBET

2 cups strained baby food bananas      2 cups milk  
 $\frac{1}{2}$  cup Kirsch      1 egg white  
 $\frac{1}{4}$  cup light corn syrup       $\frac{1}{2}$  cup sugar

Combine bananas, Kirsch, syrup and milk. Beat white until stiff, add sugar. Fold into banana mixture. Freeze in refrigerator tray. Serves 6.

### EGGS A LA NEIGE

3 egg whites      1 package vanilla pudding  
2 tablespoons sugar      3 cups milk

Beat whites and sugar to stiff meringue. Warm milk in skillet, drop meringue in by spoon. Cover, cook 3 minutes. Remove to cool. Make pudding as directed with same milk. Pour into serving dishes, top with meringues. Chill. Serves 6.



Let's  
face it...

*Nothing **does it**  
like Seven-Up!*



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Here's a RED-HOT thirst that's really getting a quenching!

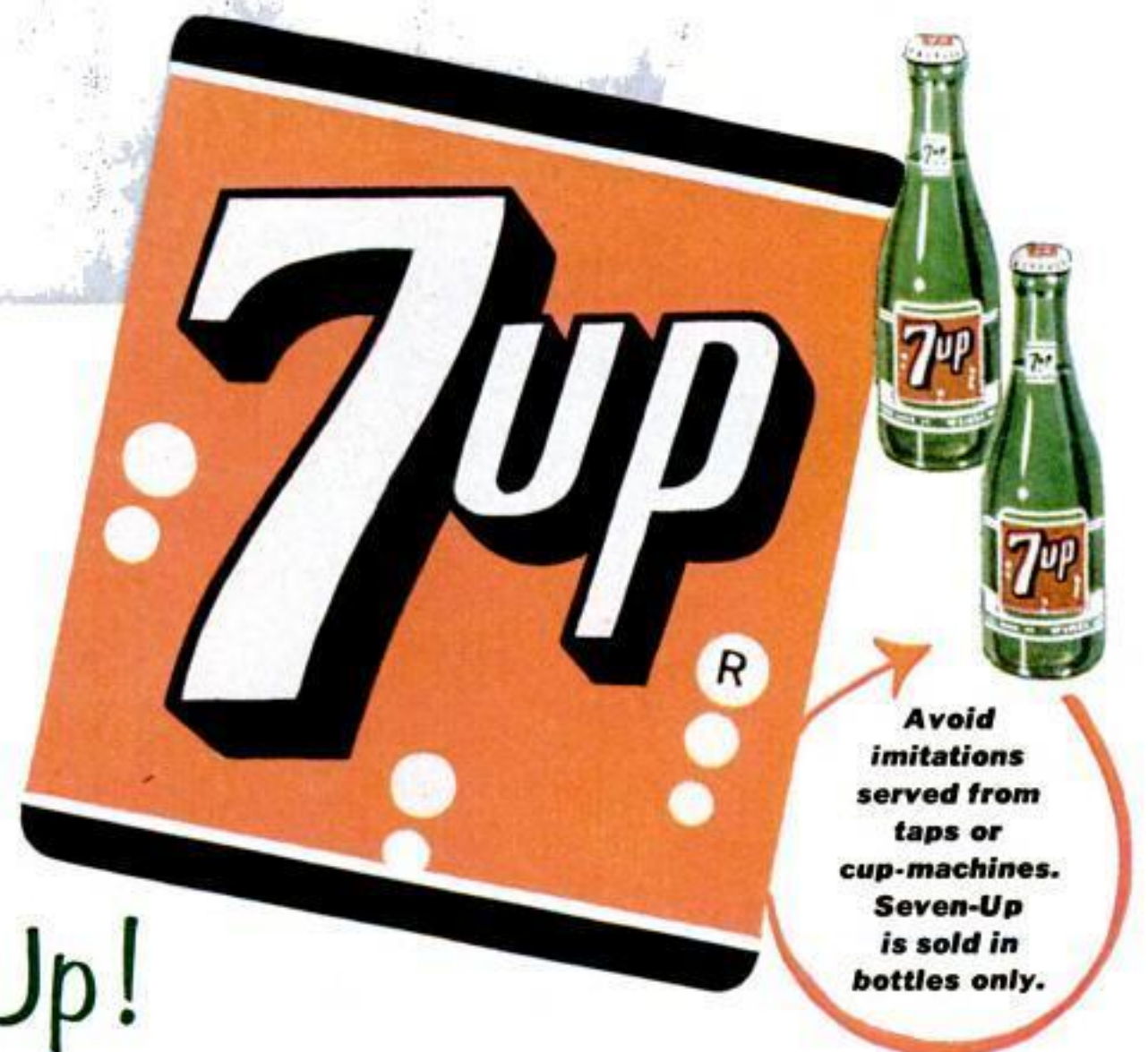
Thirsts never get too big for 7-Up to handle—not even the big teen-age kind. That c-o-o-l, clean taste quenches the biggest thirst in a hurry. The 7-ounce bottle of 7-Up *does it!* Seven-Up even *looks* thirst-quenching—clear as crystal and sparkling for all it's worth! Nothing *does it* like Seven-Up!

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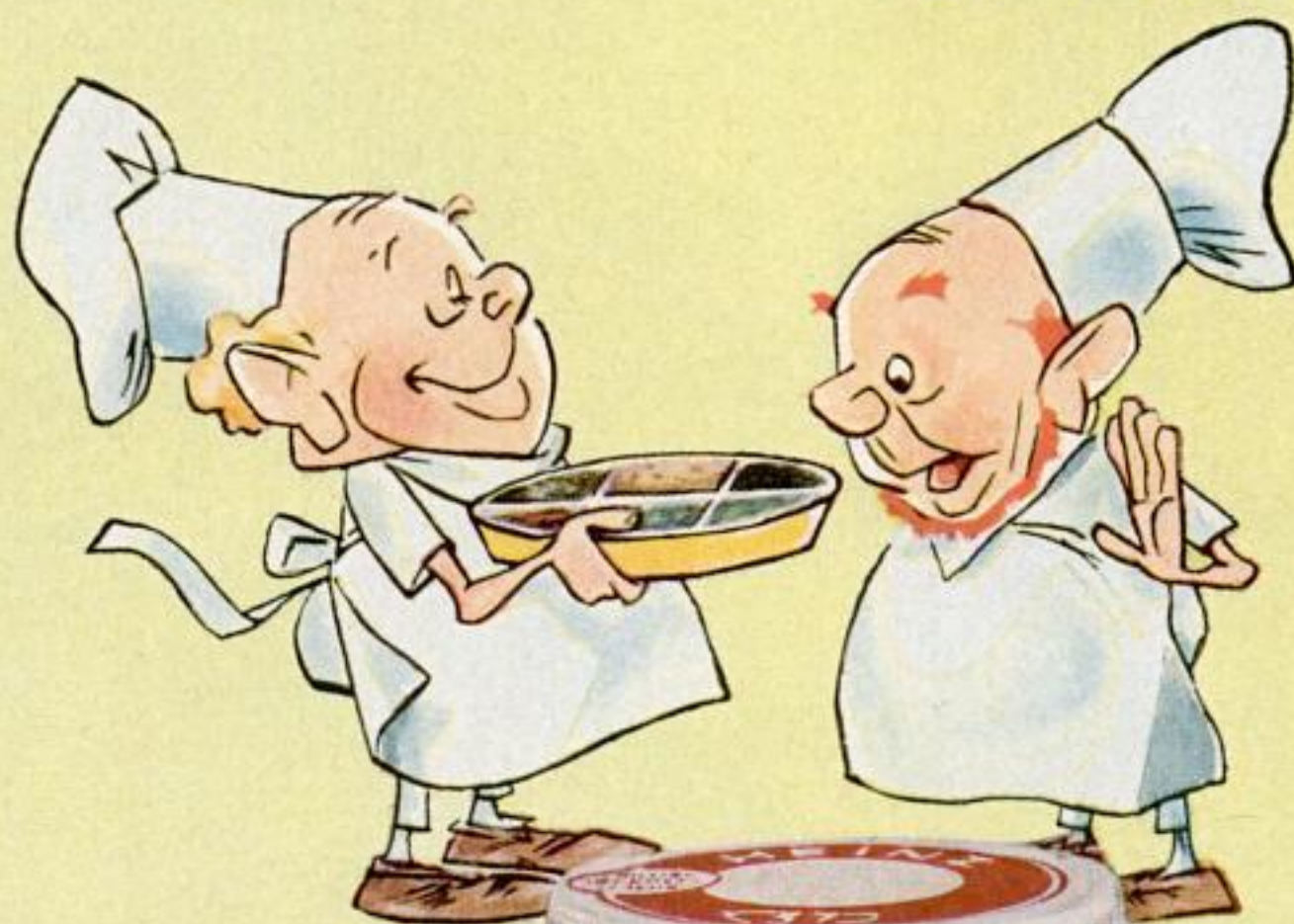




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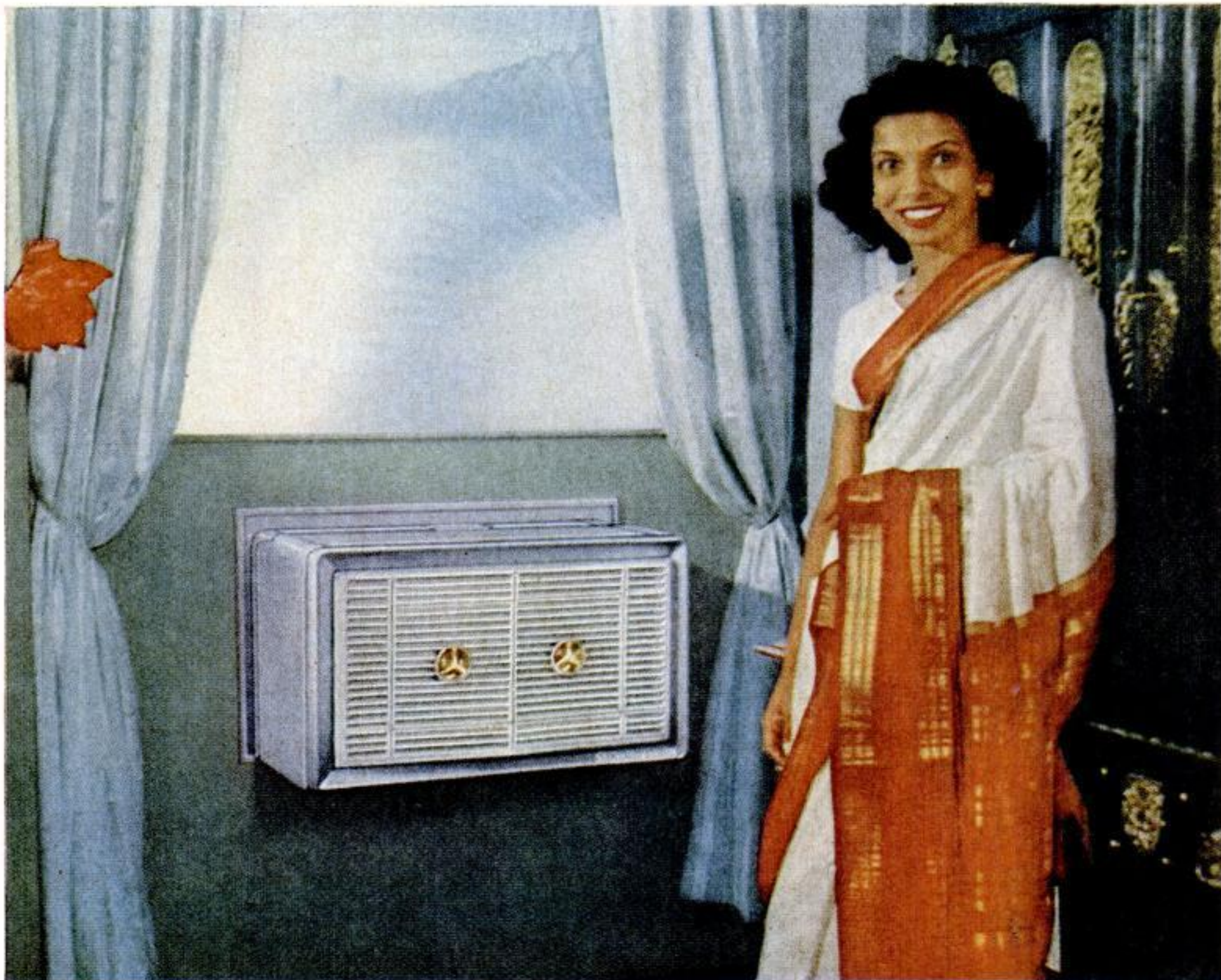




**THE WHITE GLARE** of a Mohammedan Mosque shines above the extremely hot and humid streets of Colombo, Ceylon.



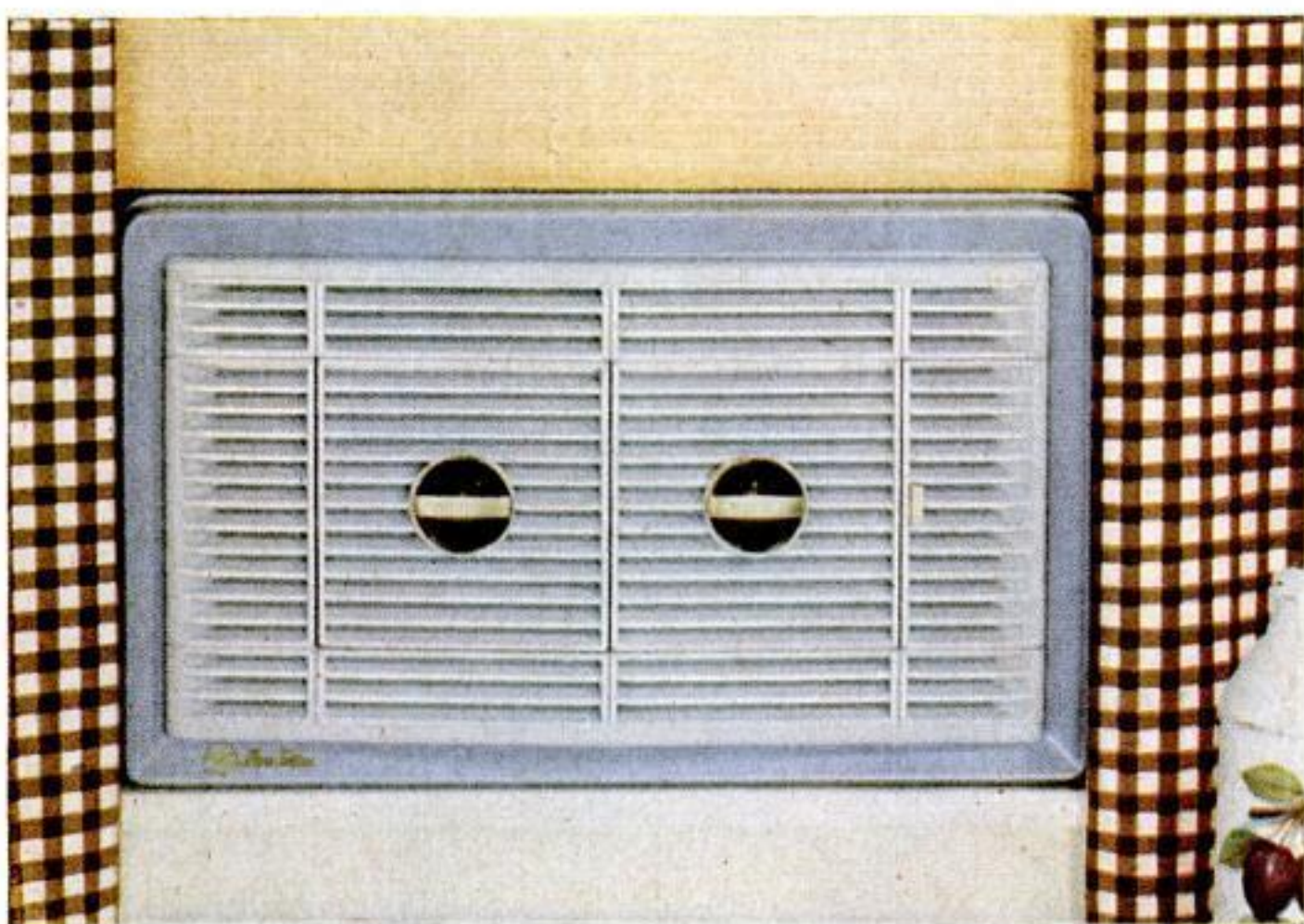
**A COOL BATH** in one of Ceylon's rivers brings refreshing relief from tropical heat, but only for a few brief minutes.



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because RCA makes  
a world of difference  
anywhere in the world!





# HOW THE LITTLE BUSY BEE DOTH

A hive crosses the ocean to settle an old dispute

In Paris a young man listened to his luggage—anxiously, for he was leaving on an ambitious transatlantic scientific mission. The man was Germany's Dr. Max Renner, and in his suitcase were 5,000 live honeybees he hoped would settle an old dispute among bee lovers.

Scientists have long disagreed whether the mysterious way bees tell time, as indicated in the clocklike regularity by which they can be trained to leave hives for food, depends on an

inner time signal or outer influence. Tests had ruled out all outer factors but one: the influence of celestial changes resulting from the 24-hour turning of the earth.

Dr. Renner meant to shift the bees suddenly to a new time zone, in effect partly canceling the earth's rotation. After feeding the bees in Paris he rushed them to New York for the next meal. Then he waited to see if the five hours' difference would affect the bees' sense of time.



**BEE EXPERT** Dr. Max Renner of Munich looks over his swarm of bees clustering to the front of the hive.

NEAR HIS BEES EVEN IN THE BAGGAGE ROOM, DR. RENNER RESTS HIS HEAD ON BEEHIVE AT THE PARIS AIRPORT TO CHECK MOOD OF BEES FROM THEIR BUZZING

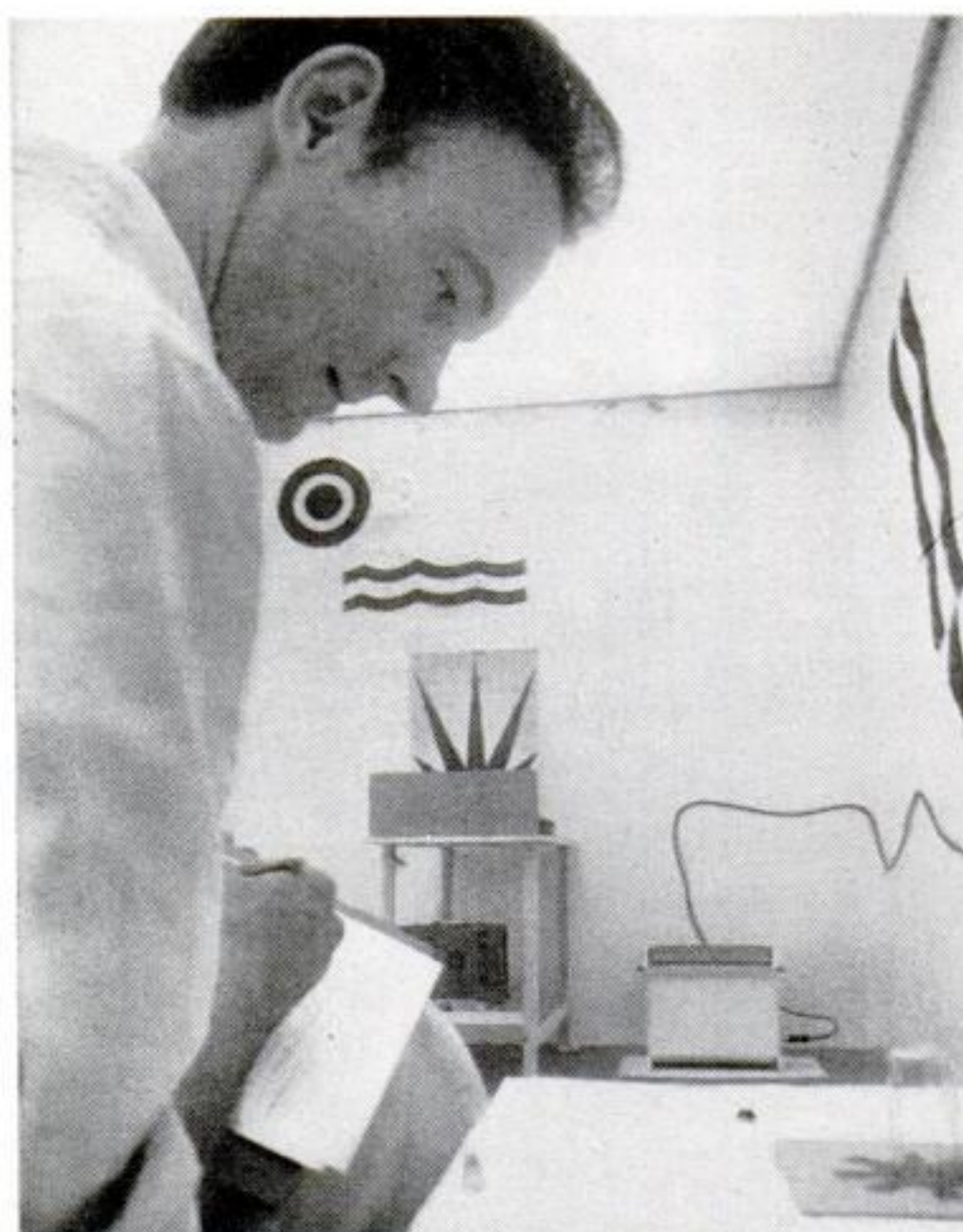
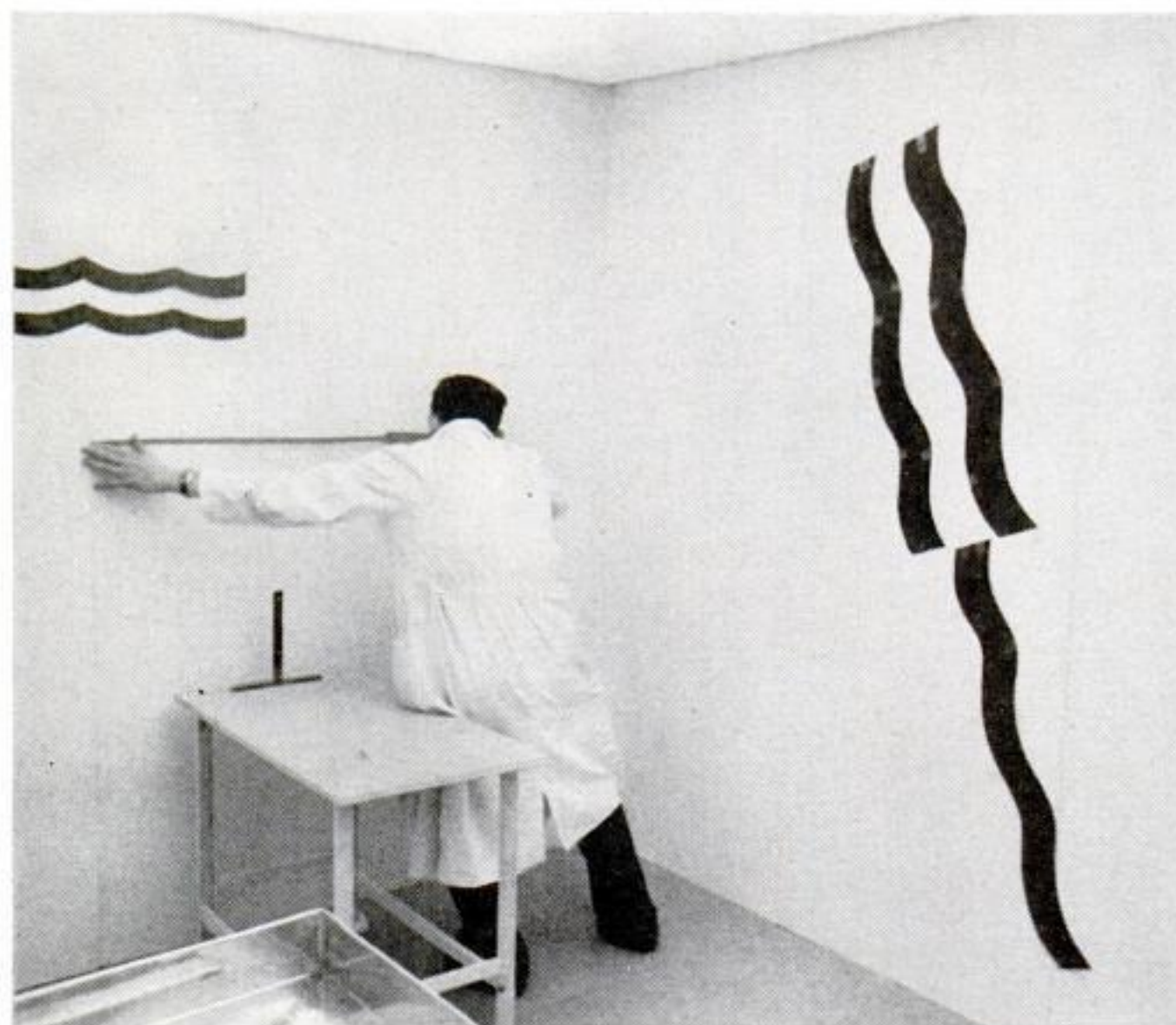






Bees CONTINUED

## HIVE'S HOME AWAY FROM HOME

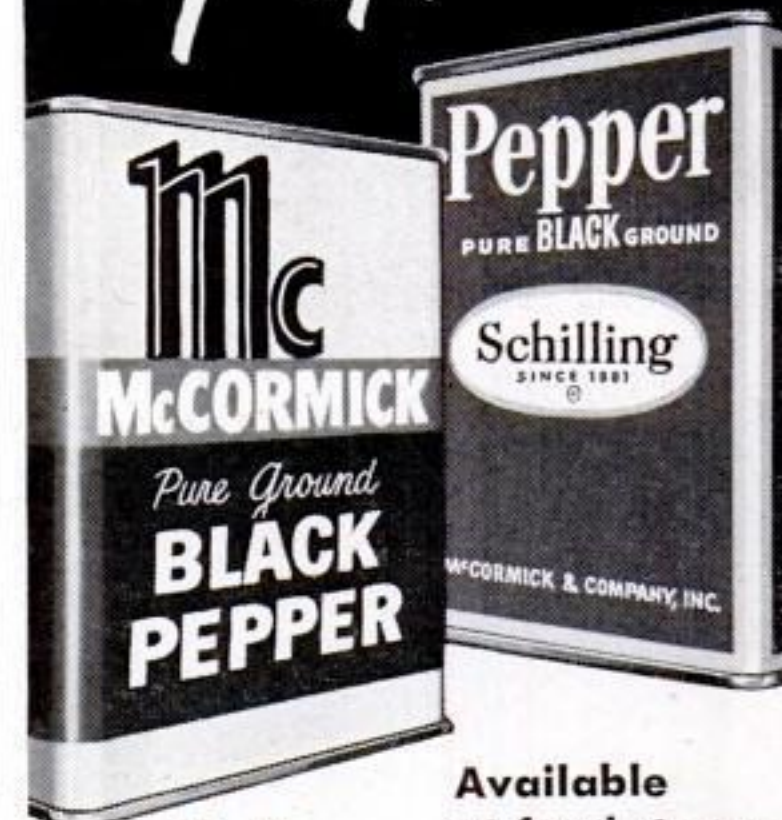


**BEEHOUSE** in Paris (top) where bees were trained was copied exactly in a second house (center) in New York's American Museum of Natural History with identical patterns to orient bees in food search. In New York, Dr. Renner (bottom) notes time bees leave hive (background) for food beside him.

CONTINUED

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### Bringing in the Catch

Pooling their boats and nets, early New England fishermen put to sea in groups. The catch they shared far outweighed what they could haul in singly.



## How today 10 million of us help keep dollars from getting away

FROM some hands, dollars escape like fish in the sea. Yet these individuals may well not be at fault. For money troubles can come even to the most foresighted people. Before they realize it, they are lost in a fog of debt and doubt.

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A credit union is simply a group of people with a common bond, such as employment in the same company, who operate their own borrowing and saving system under supervision of state or federal agencies. The plan was first used over

100 years ago. Now, some 20,000 credit unions serve nearly 10 million Americans.

Saving together, members build a fund from which loans are made to help those of their group who need money for worthwhile purposes. As a credit union exists solely for the benefit of its members, loan cost is low and a good return is earned on savings.

Thus, the credit union serves a two-fold purpose, encouraging thrift and providing a convenient source of credit. Those who belong to credit unions are economically more secure. They can improve their living standard without getting into financial difficulties. And by being better

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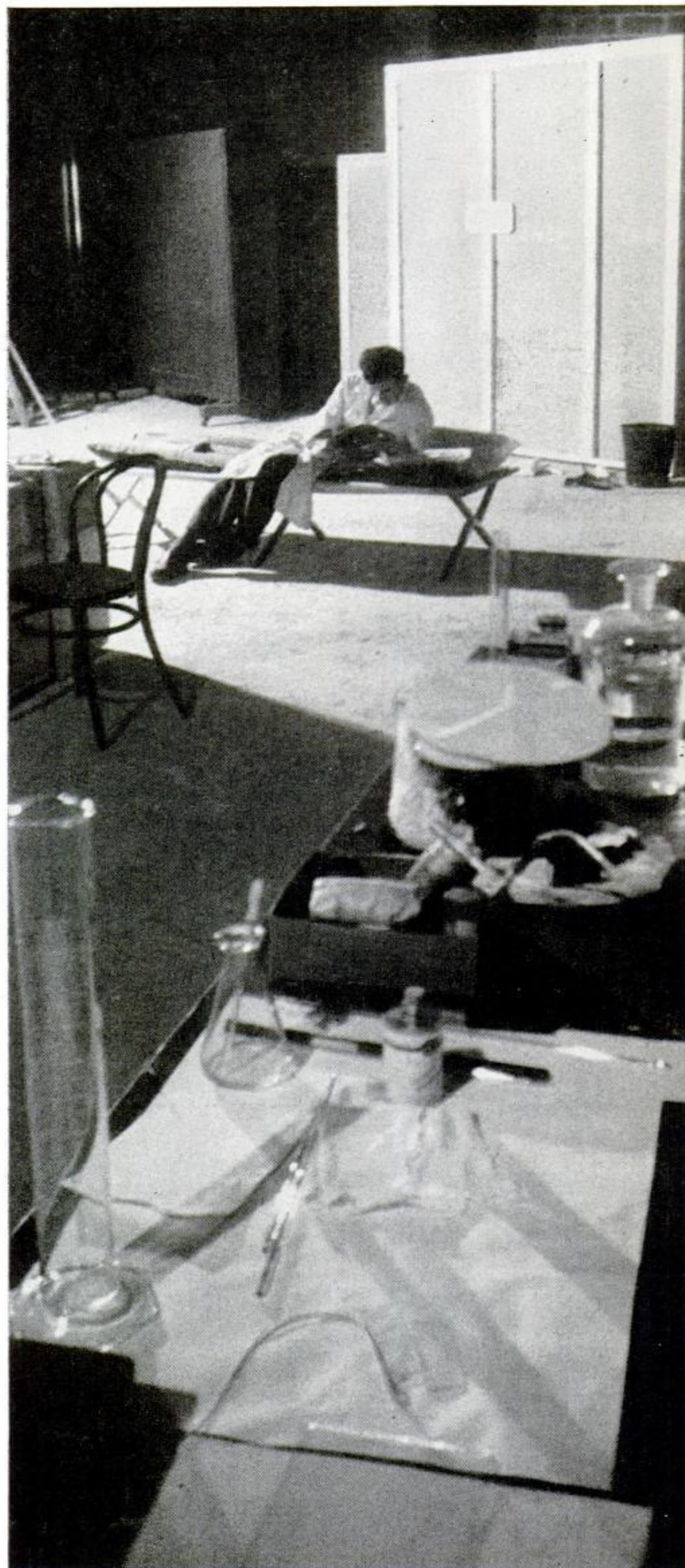
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Bees CONTINUED

## AT JOURNEY'S END, AN ANSWER

Dr. Renner's troubles were not all scientific. First, the scientists had to reckon with U.S. regulations against importing bee colonies. Then Renner had to persuade airline officials not to stick the bees into the unpressurized baggage compartment where they would have died of exposure. Later he prevented officials from routinely spraying the plane's interior with DDT only by threatening to release a swarm of bees about their heads. But all these problems and discomforts (*below*) paid off in the end. The bees stuck to their old schedule, proving to Dr. Renner's satisfaction that a bee's feeding habits are prompted from within.



**LONG VIGIL** was kept by Renner and his assistant, Werner Loher (*above*). While Renner himself is in the bee room (*big box in background*) watching bees, Loher rests outside in museum hall. For three days the two stood alternate four-hour shifts in case the bees should come out for food off schedule.





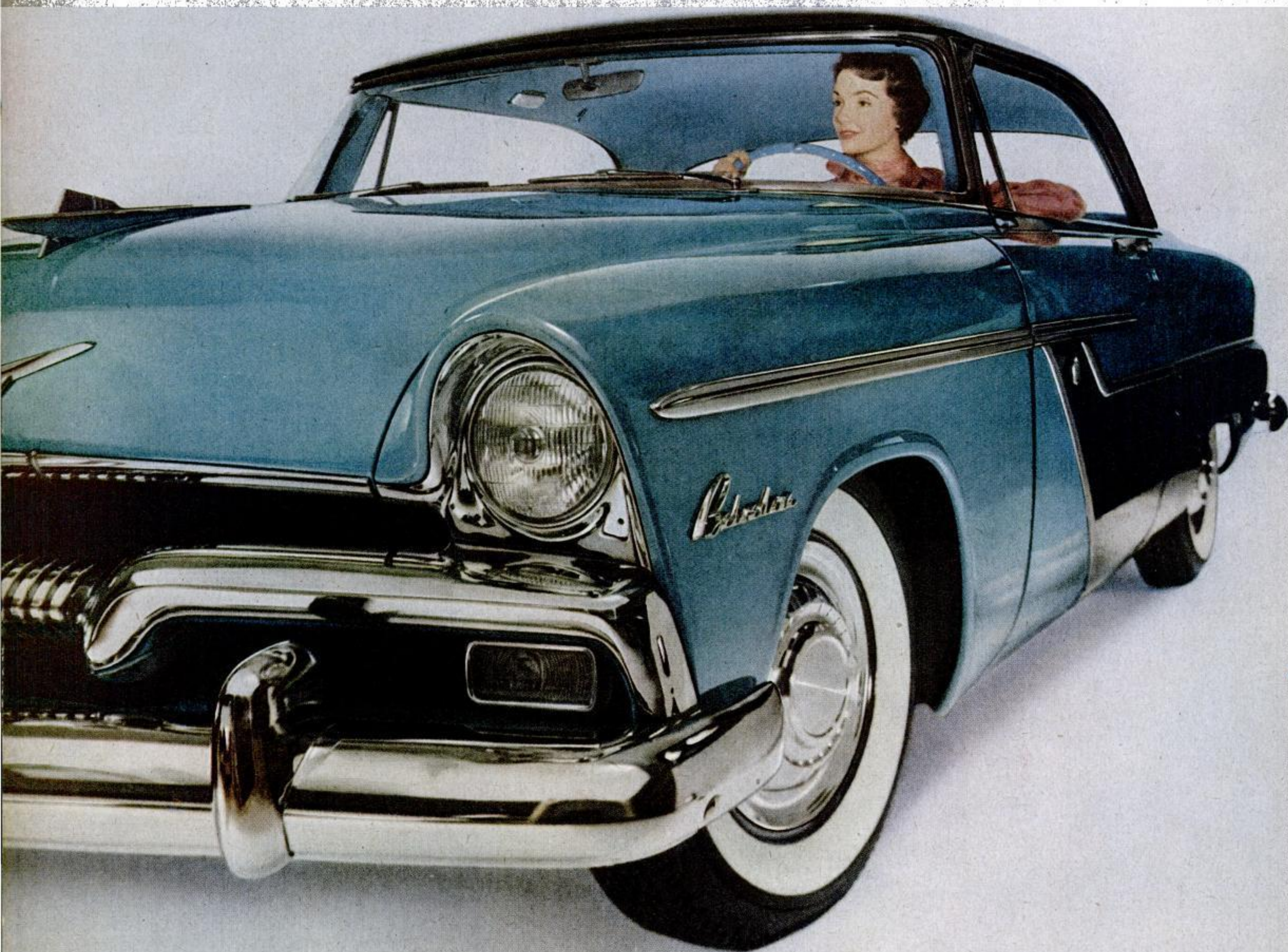
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Unretouched photograph of Plymouth Belvedere Sport Coupe, 6 or V-8

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# DRAFTEE IN A PEACETIME ARMY



AT A LECTURE ON THE 57-MM RECOILLESS RIFLE, PRIVATE TOM TEDFORD GRINS WHILE A TOUGH CORPORAL HAS MOMENTARY TROUBLE WITH THE WEAPON

## WITH NO WAR AT HAND, PRIVATE TEDFORD STILL HAS TRIALS

Last week, to maintain U.S. military strength, a reluctant U.S. Congress was extending the draft law through 1959, and in Colorado a young draftee named Thomas Edward Tedford was, as thousands of young Americans must, exploring the painful mysteries of KP and close-order drill and morosely asking, "What do they want with the M-1 when they got the A-bomb?"

Tedford, a 20-year-old truck driver from Little Falls, Minn., was called to duty last January. As US 55512755, one of 500,000 draftees now in the Army, he entered on an experience familiar in many ways to thousands of wartime GIs. But as a peacetime draftee in an Army with no battles to

fight, there are differences. Even the term GI is disappearing; instead there are "RAs" or Regular Army (581,000 of them) men and "US's" or draftees like Tedford, whose serial numbers are prefixed with U.S. The spur to duty comes not from the enemy but from officers and the RAs.

For the draftee, some changes are depressing. USO parties are fewer; hitchhiking is harder. Civilians seem indifferent or sometimes hostile to soldiers. The draftees get the general feeling that no one is really watching. Yet, going through the rugged training at Fort Carson, Colo., where these pictures were taken, Tedford has found that along with the new and ancient gripes, there are also rewards to be found in a draftee's life.

Photographed for LIFE by MICHAEL ROUGIER

CONTINUED 97





**WEAPONS INSTRUCTOR**, a tight-lipped corporal named Frank Gibson, briefs Tedford (*back to camera*) and company at firing range.



**COMPANY COMMANDER**, Lieut. Dick Larkin, a West Pointer and Korean veteran, impressed Tedford with firm but fair manner.



## HARD LESSONS LEARNED FROM HARD NEW BOSSES

After eight weeks of basic training at Fort Wood, Mo., Tedford had shipped to Fort Carson for specialized training in light weapons. Tedford's generation had grown up in a nation at war, and from brothers, uncles or fathers heard a thousand times about how they sweated blood in training camp. At Carson, Tedford found that some of the stories were still true.

His days often lasted 18 hours and all of them were spent under the whiplash tongues of his new K Company bosses:

the unsmiling company commander; the cold-eyed first sergeant; the tough corporals who lectured endlessly about the weapons. ("It's the damned repetition that gets you.")

After frustrating days on the firing line there were soporific lectures on American history and then weapons to clean. ("They think there's a war on or something?") On weekend passes, some trainees made for hotels and grateful hours of uninterrupted sleep. Tedford had other ideas (*next page*).







STRIDING PAST 1ST/SGT. HAROLD MITCHELL, WHO JUST ASSIGNED HIM TO LAUNDRY DETAIL, TEDFORD TAKES OFF CAP AS HE GOES INTO THE ORDERLY ROOM



← **SIGHTING RIFLE**, a 57-mm recoilless which was giving him trouble, Tedford gets set to fire on range.



**KEEPING AWAKE** with an effort amid nodding, yawning pals, Tedford (*right*) hears training lecture.



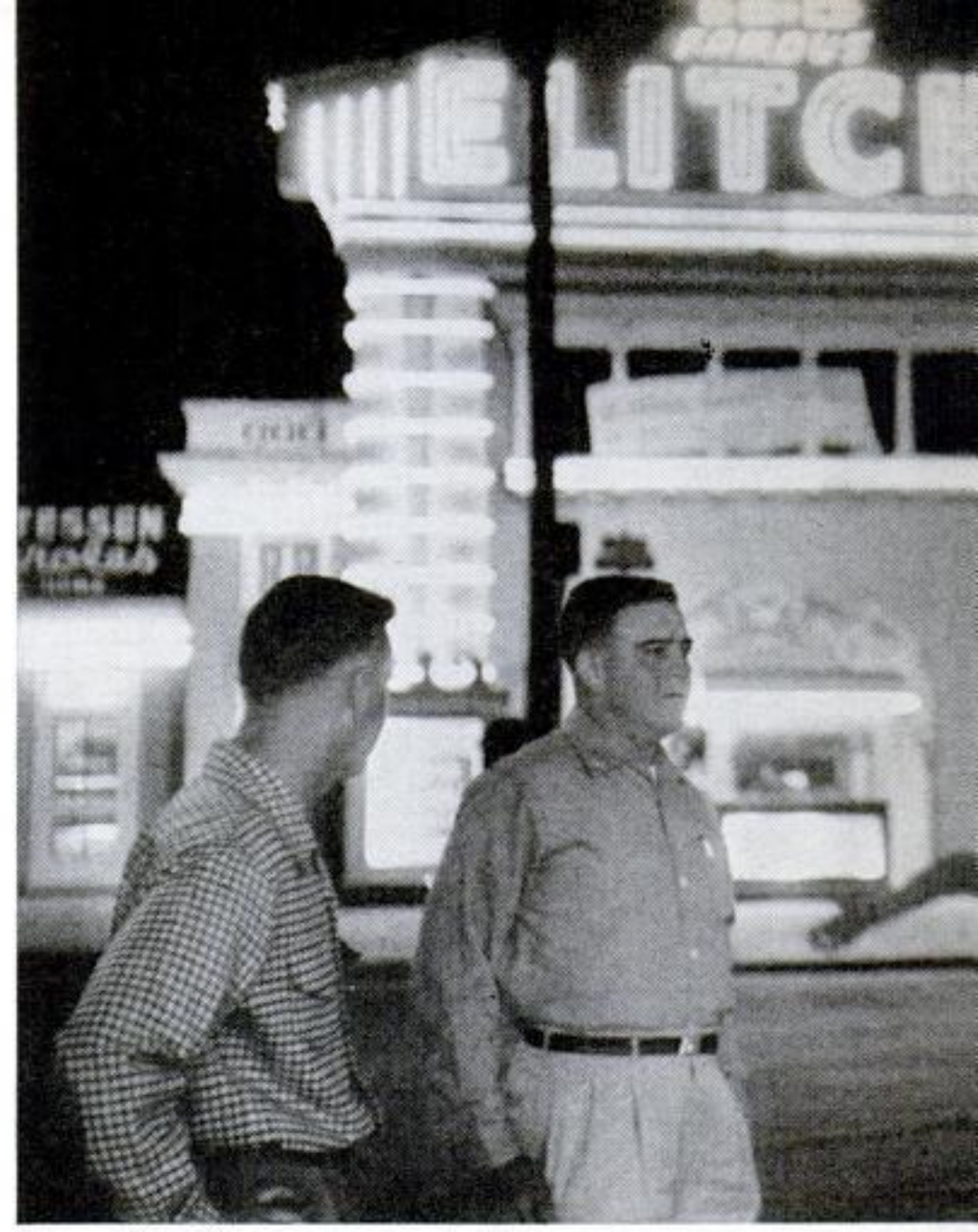
PEACETIME DRAFTEE CONTINUED



**LAST BARRIER** between Tedford (right) and his pass is a nerve-racking quiz on the general orders.



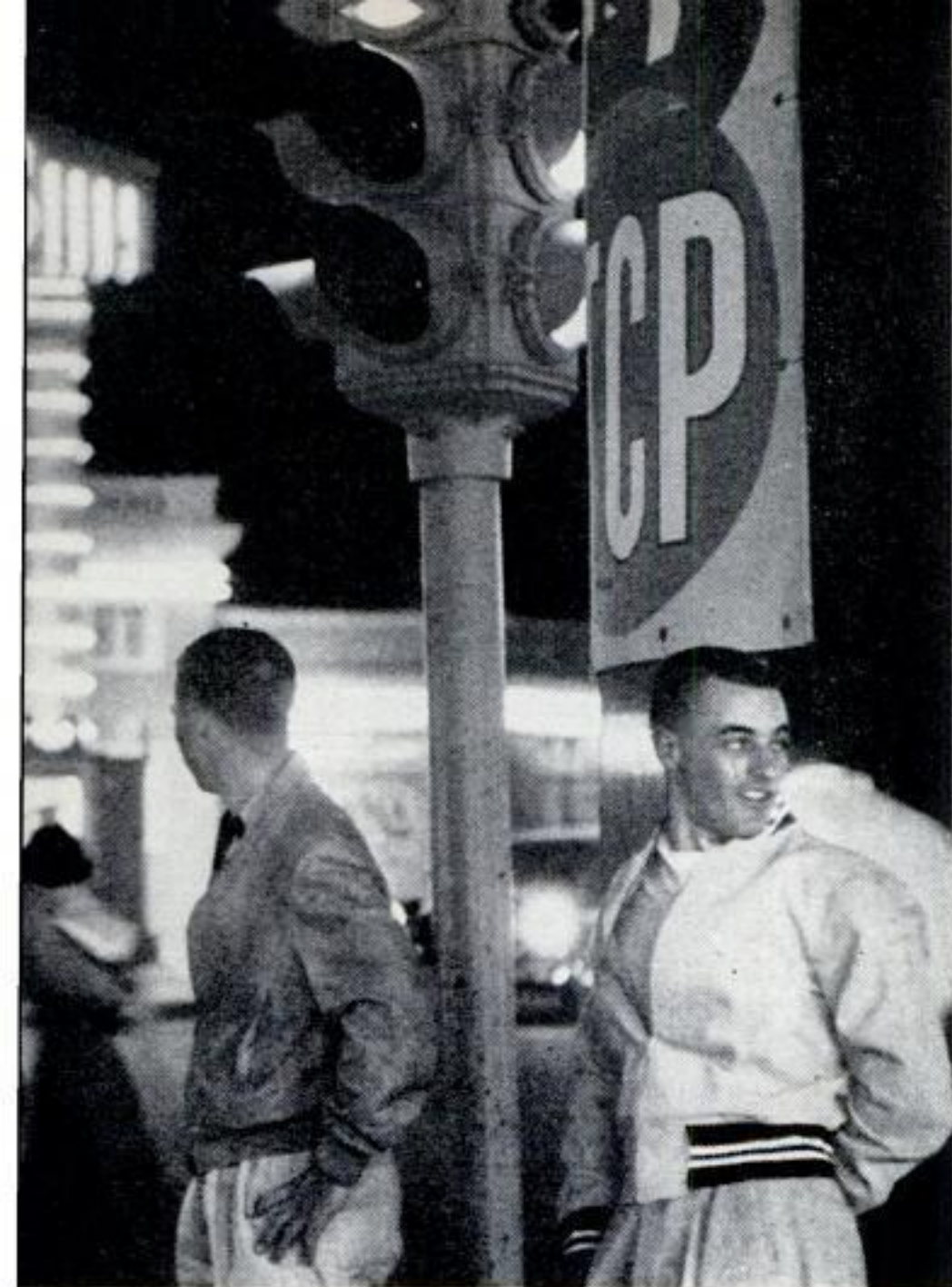
**QUICK CHANGE** takes place in gas station rest room where Tedford and friends hustle into civvies.



**LOOKING FOR EXCITEMENT** in Denver after reconnoitering Elitch's amusement park, the four







buddies—Fran Stier, Ed James, Dick Kucklock and Tedford—decide to move to more promising terrain.



**BAD LUCK** marred their weekend when thieves entered Tedford's car, stole their uniforms, camera.



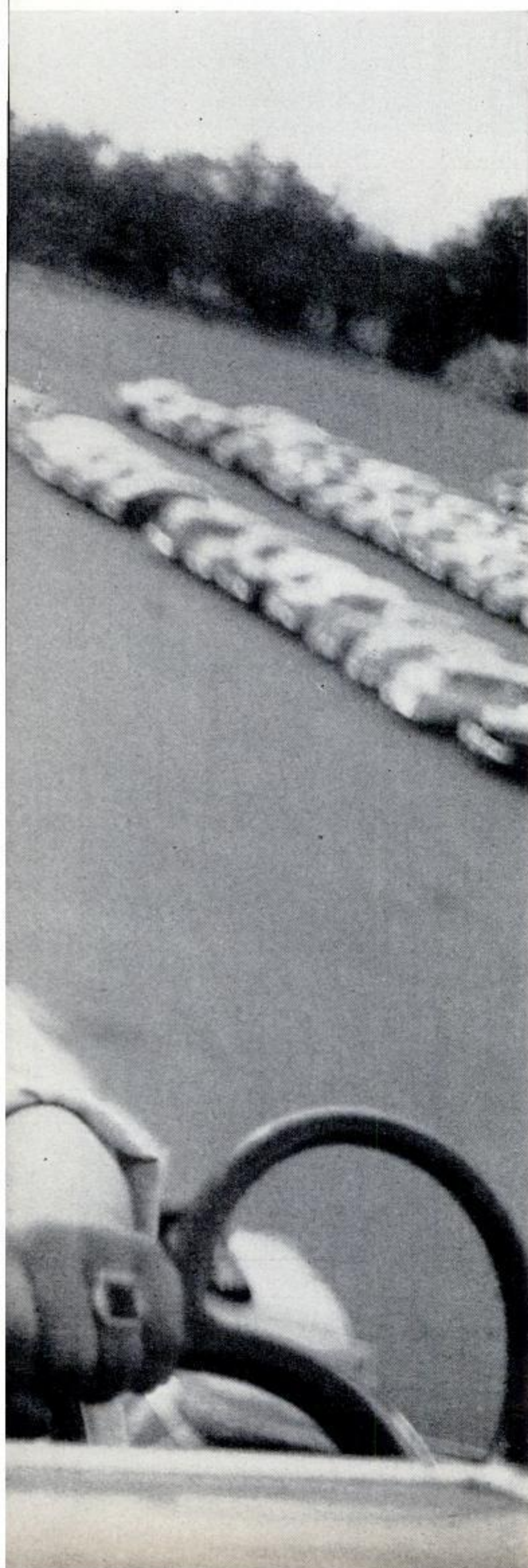
**GOOD LUCK** befell Tedford when he looked up Minnesota friend, Beverly Himes, and took her out.

## WEEKEND FREE FROM LIFE IN UNIFORM

Suddenly, as the accumulated pressure of work and grinding discipline seemed unbearable, Tedford and three buddies came due for weekend passes and piled into Tedford's car for the outing to Denver. Self-conscious of being soldiers out of step in a land of civilians, the boys stopped at the first gas station. There, although camp rules forbid trainees to do it, they shed their uniforms for sports clothes.

In Denver, gregarious Tedford took the lead

as the soldiers set out in search of excitement and girls. An amusement park provided some excitement but all the girls seemed to be with civilians. Then Tedford remembered a girl who had moved from Minnesota to work in Denver. It took calls to eight names in the phone book, conversation with seven wrong parties before he finally located the right girl, happily arranged dates for the quartet—and made some future trouble for himself (*next page*).



**CROWDED QUARTET** sleeps peacefully Sunday morning in a modest Denver hotel. To save funds,

Tedford rented room alone, then the other three crept in. Ed James, who came in last, drew the floor.

← **ROARING IN DELIGHT, TEDFORD (RIGHT) AND BUDDIES WHOOSH ALONG ROLLER COASTER AT ELITCH'S**

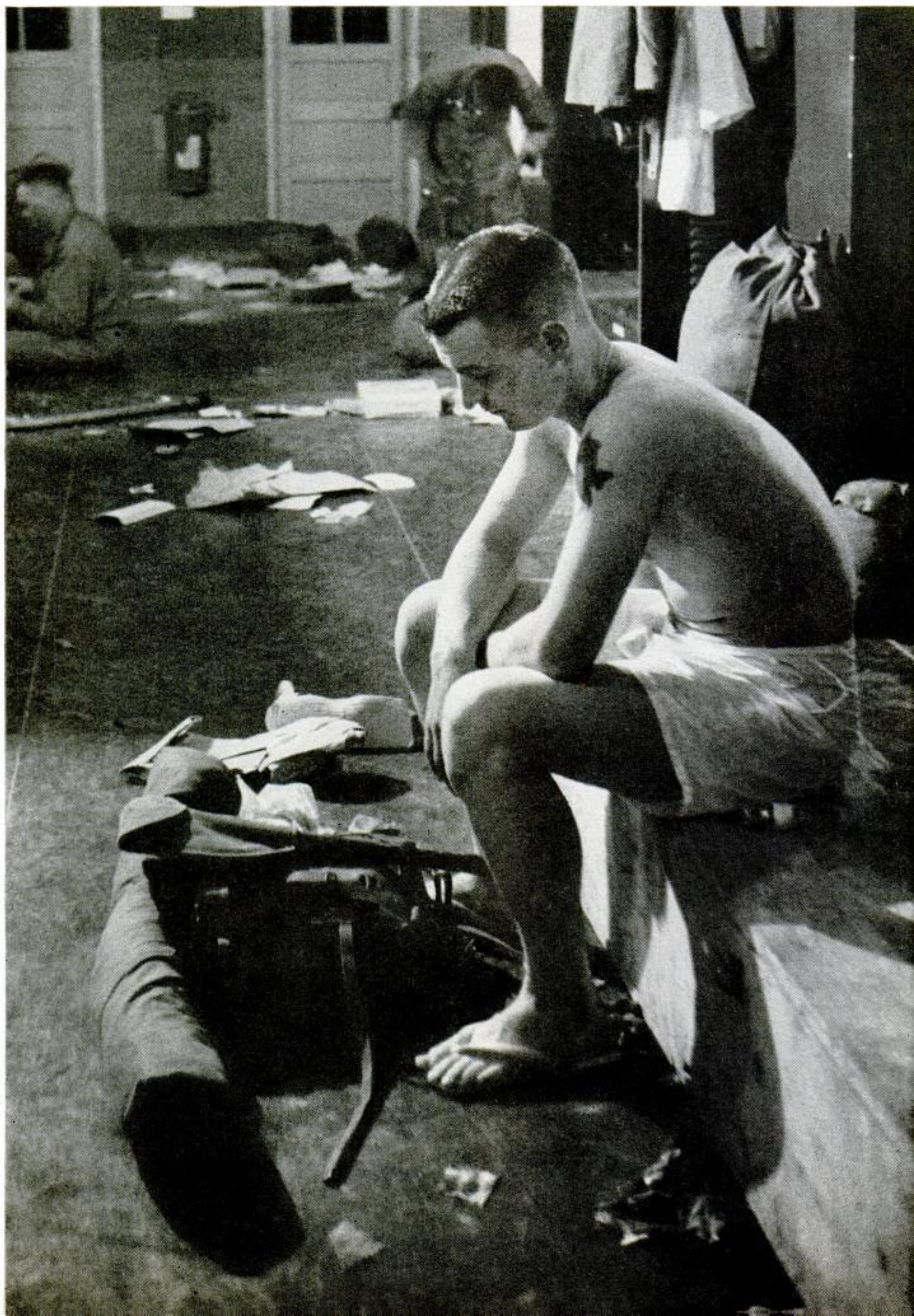
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ON A SUNDAY AFTERNOON TEDFORD AND COMPANY K BEGIN TREK WEST ACROSS THE COLORADO PLAINS TOWARD THE SITE OF THEIR 13-DAY BIVOUAC IN THE



## BIVOUAC PROBLEMS

From the weekend in Denver, Tedford and his pals had to hustle back to the training cycle, which was building up to its graduation exercise: the bivouac. There training lessons are tried under mock battle conditions.

At midday the company was moving out to the bivouac site, where the trainees dug fox-holes and pitched their tents. Then for 13 rugged days they ran through combat tactics,



**PUFF OF PLEASURE** comes for Tedford when, tent in place at bivouac, he pauses for a smoke.

**PACK OF TROUBLE** dismays Tedford the night before bivouac when bedroll won't bend into place.





FOOTHILLS OF THE ROCKIES. MEN WALKED FIRST FIVE MILES, THEN, UNLIKE WARTIME TRAINEES, WERE PICKED UP BY TRUCKS AND DRIVEN THE LAST SEVEN MILES

## AND GIRL TROUBLE

crawled out on night patrols, fired weapons away from target ranges for the first time.

At the bivouac, a minor personal calamity hit Tedford when his best girl back home, to whom he had written about the Denver trip, fired back a knife-edged note about it. Tedford had to wait impatiently until he could get back to camp and straighten things out—which, like a resourceful soldier, he did.

*Dear Honey,*

*I'm a little mad tonight. Didn't get a letter yesterday or today and then I thought you'd call last night, but you didn't do that either. This won't be very long seeing as how the circumstances are.*

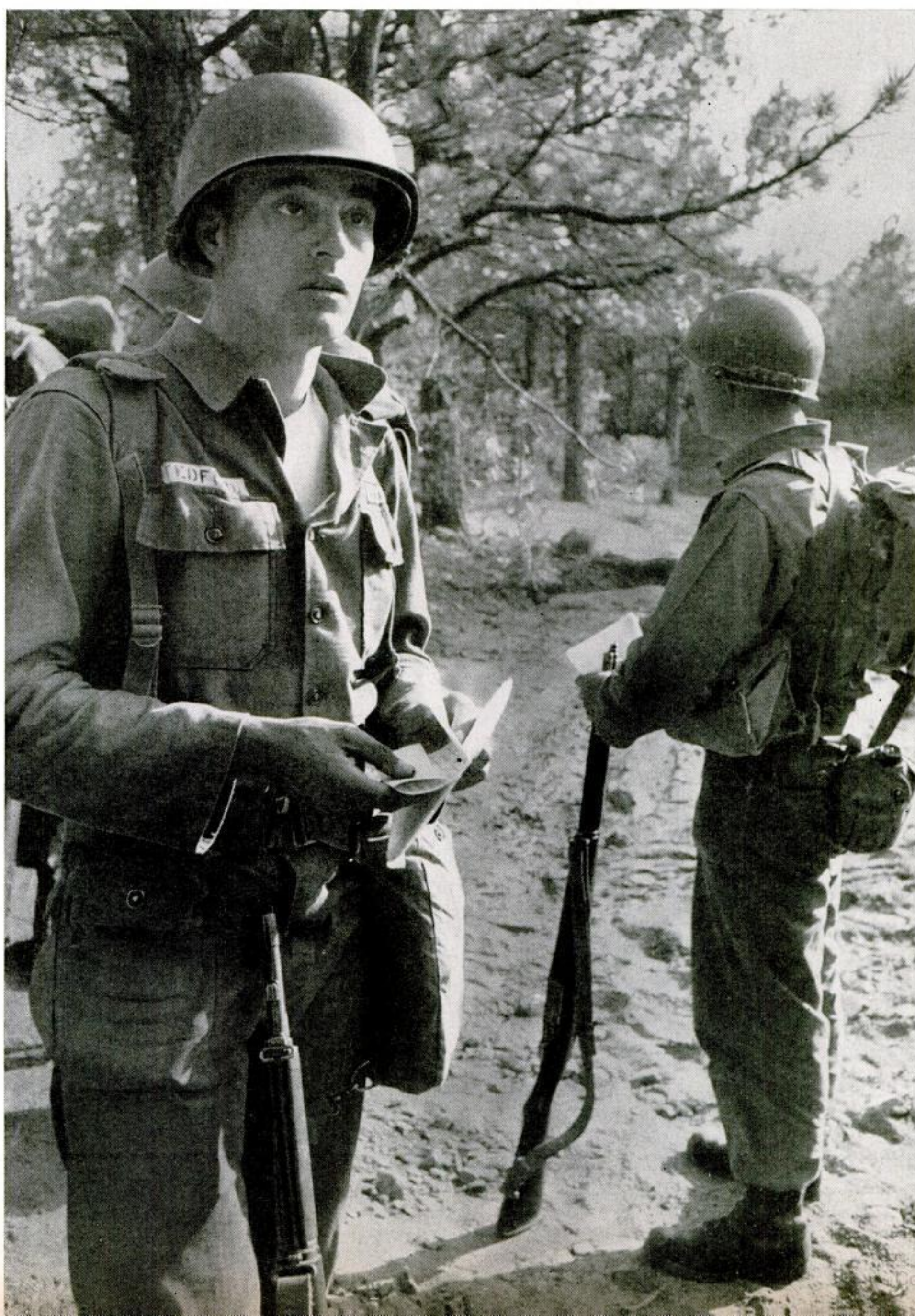
*Say, Honey, what were you doing in Denver Saturday night until 5:30 in the morning? Don't place class at 1:00 there? You sure must have been having a good time. Don't make it too good of a time.*

*Well, Honey, I'm pretty busy so will close for*

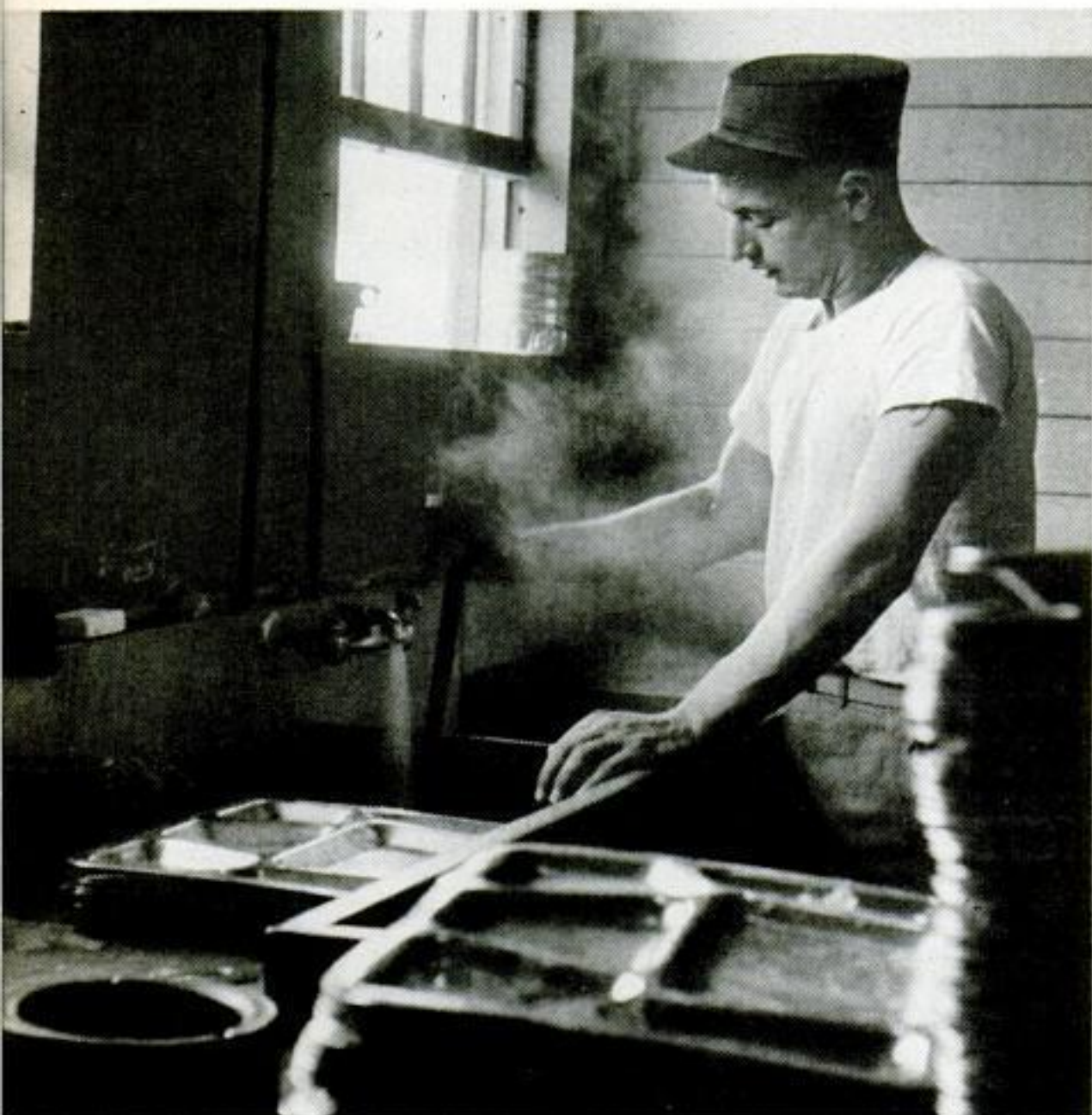
**ANGRY LETTER** from best girl, needling him about Denver weekend, reached Tedford on bivouac.

**BIVOUAC BLUES** overtake Tedford as he folds the letter and stares worriedly after the mail call.

CONTINUED







**WASHING TRAYS**, Tedford on KP works his way through breakfast stack. Work began at 3:15 a.m.

## RELUCTANT PRAISE BUT NO COMPLAINT

After the bivouac, Tedford felt like a veteran and found the going easier. He liked the Army no better but he had to admit his grudging admiration for it. "The way they get all these guys through training is something," he said. He even thought it might have helped him. "I had a temper before I came in. I got rid of it quick. Let's face it, the discipline is good for you."

But as the training cycle ended, he felt the loneliness, impermanence and fickleness of Army life. He had counted on the good duty in Germany, then got orders for Fort Benning, where he may sweat out the rest of his hitch. "But how can you complain?" he says. "There are a million guys who had it a lot worse."

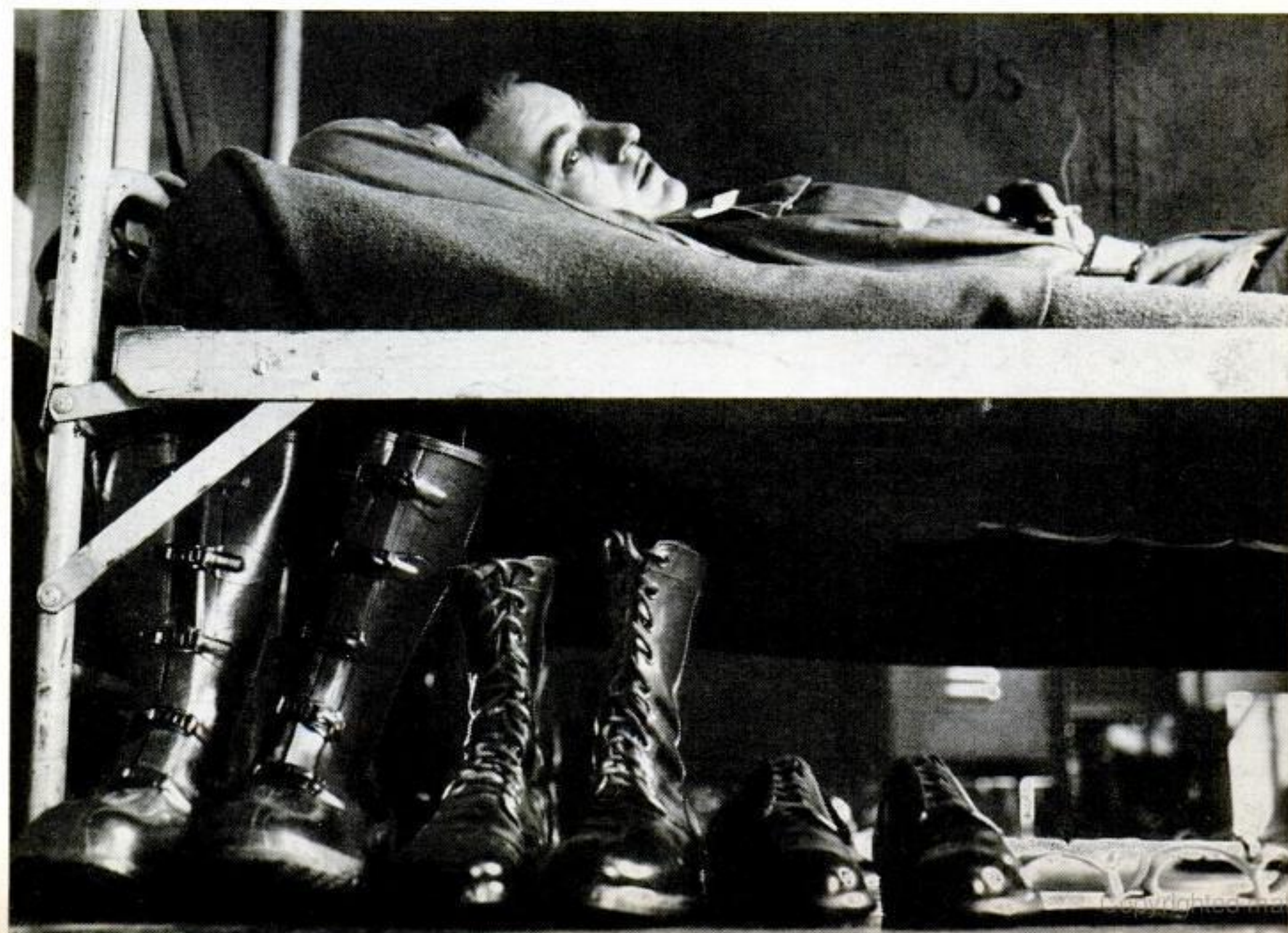


**PAUSING AT POSTER** of movie they have no time to see, Tedford and friend interrupt trip to PX.

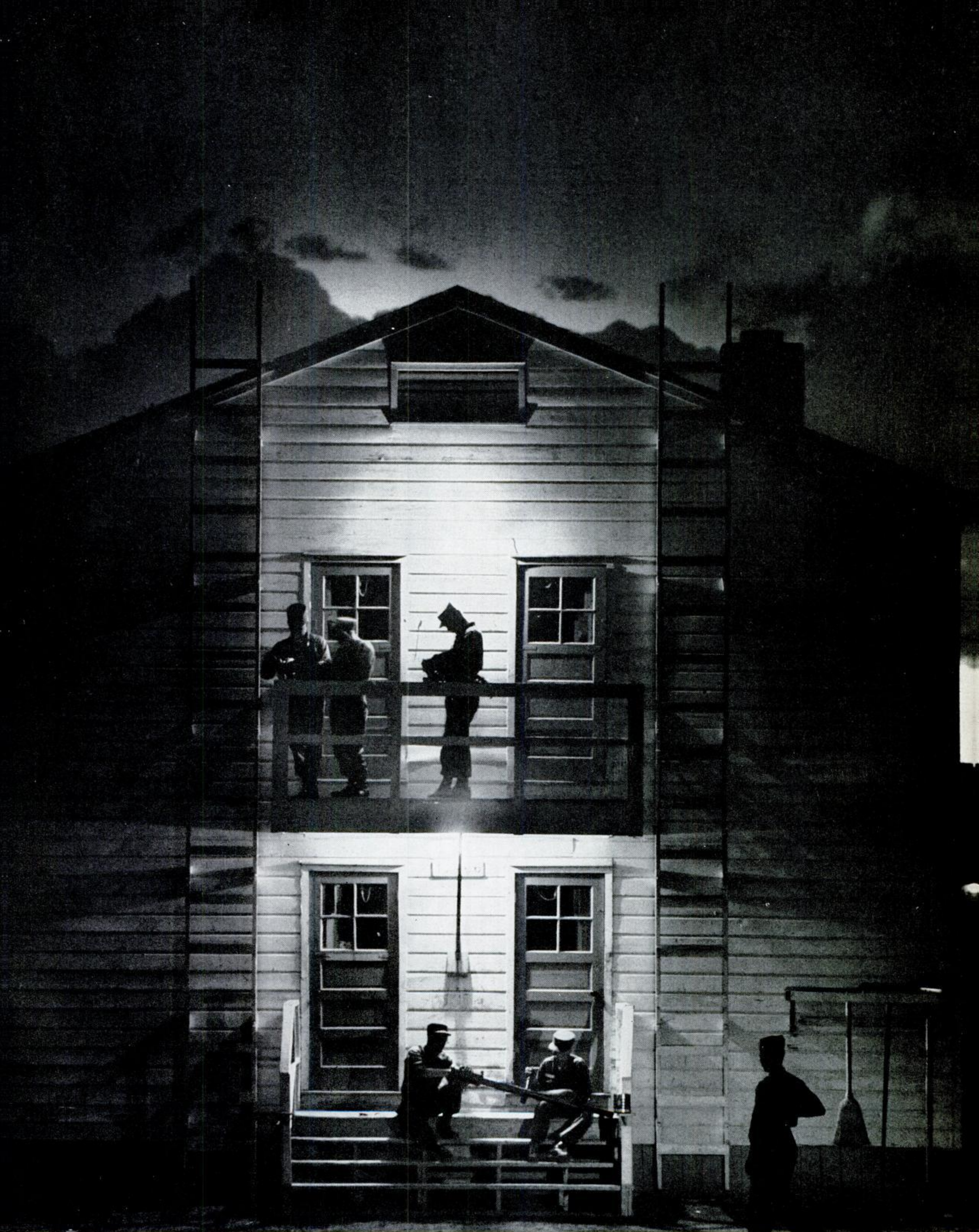


**RESTING** in midmorning on rifle range, a soldier escapes Colorado sun in the only available shade.

**REFLECTING** on his life in rare moment of solitude (*below*), Tedford gazes soberly from his bunk.





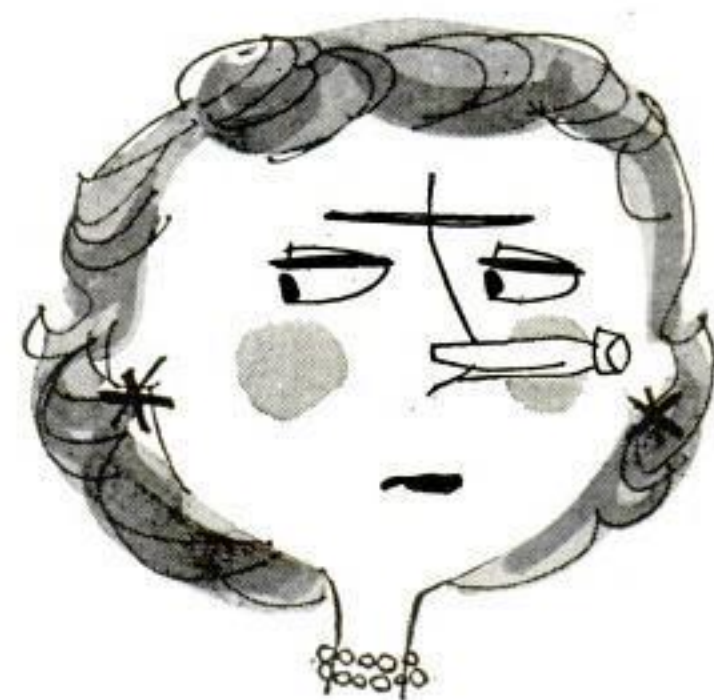


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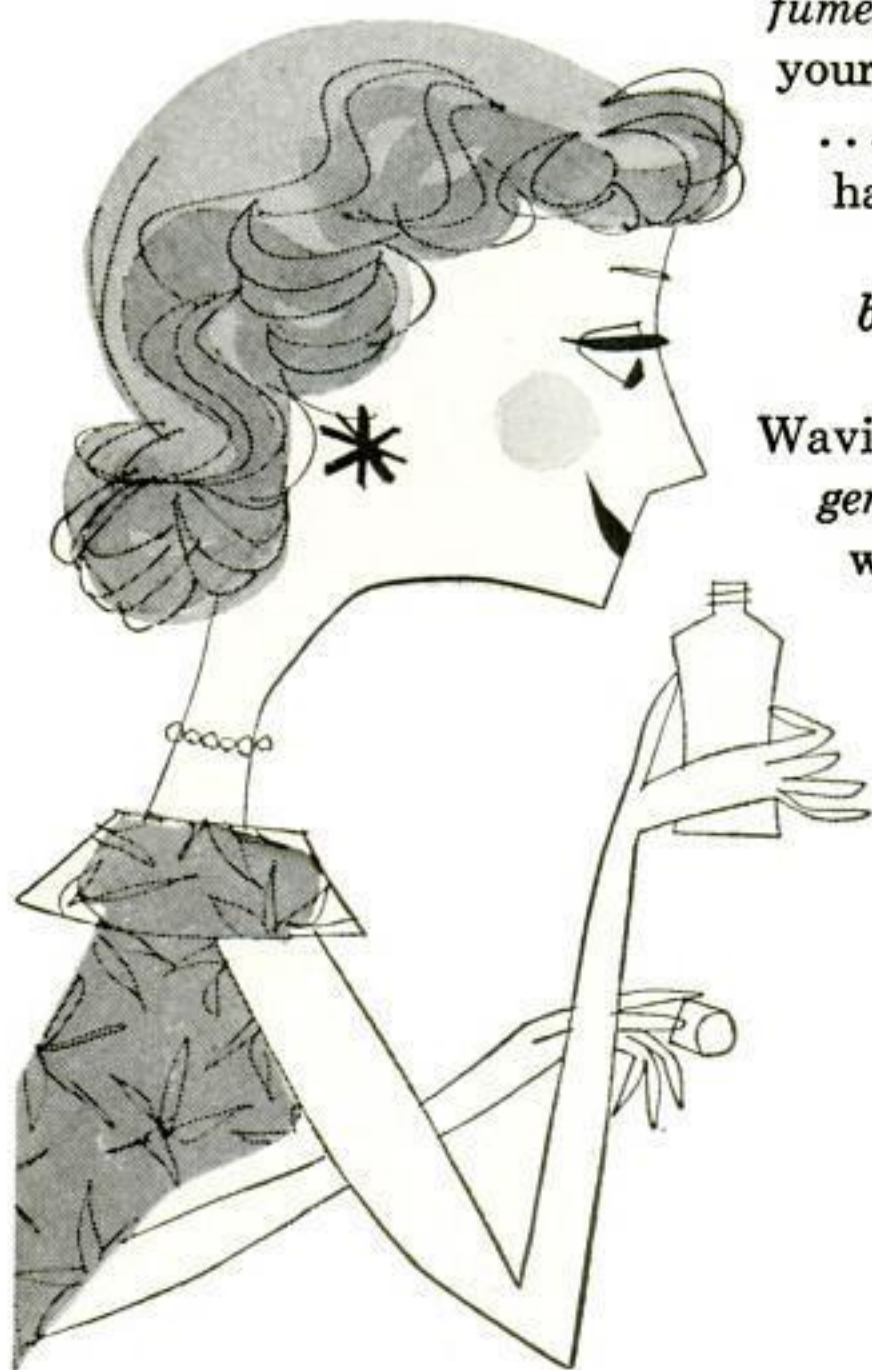


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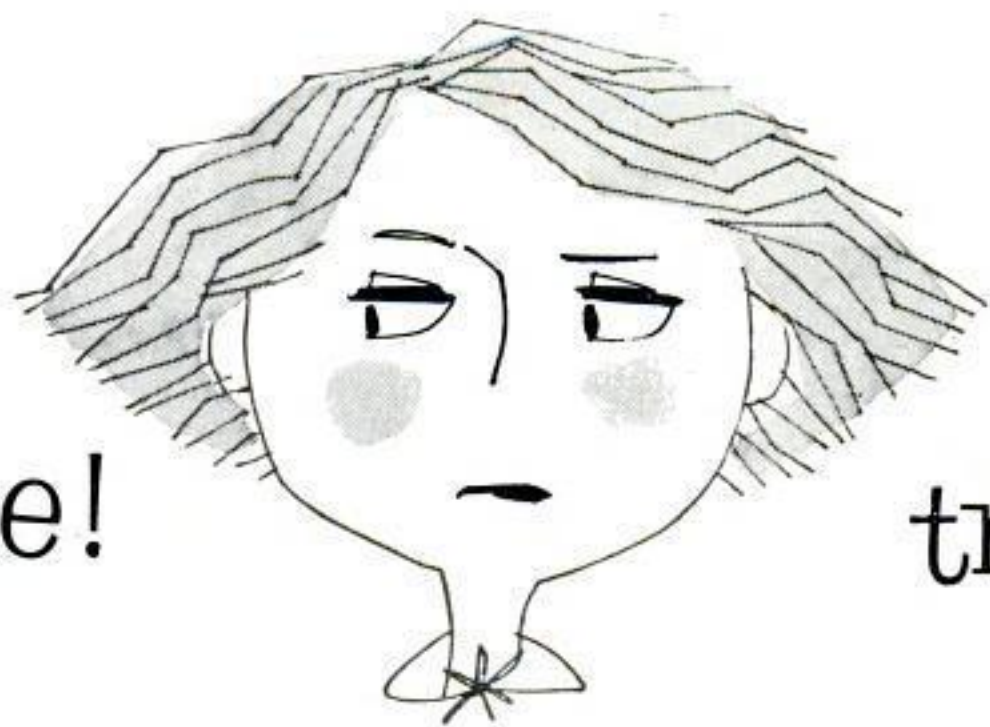
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*There's hardly a chance of dry, split ends . . . or "first-week frizz" with TONI's Lanolin-Treated End Papers.*

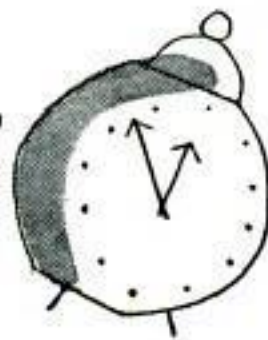




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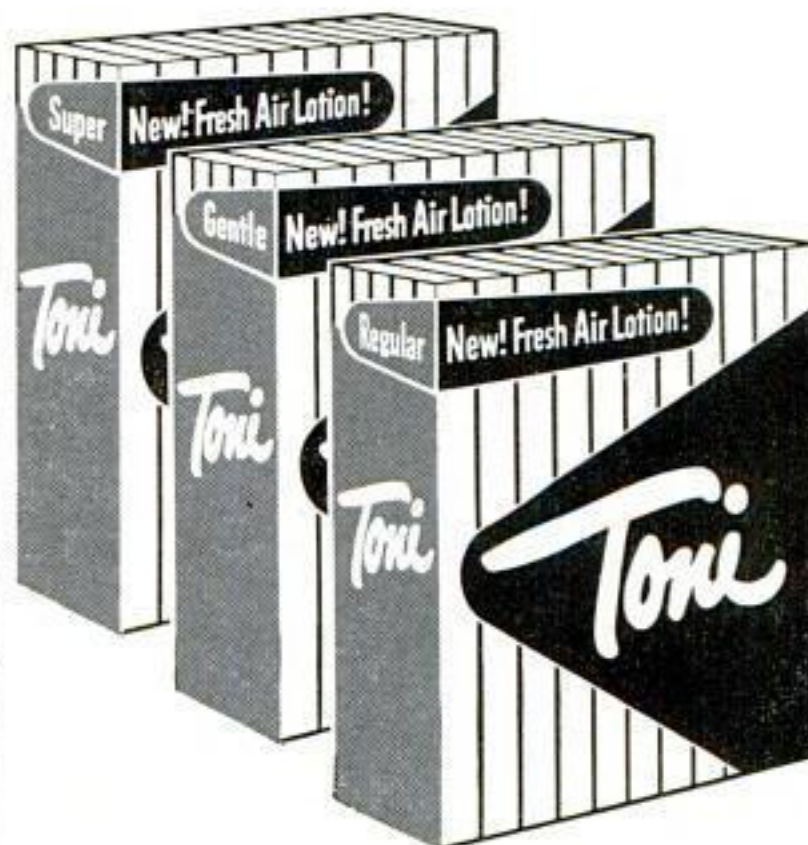
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# WHAT IT IS LIKE TO DEAL WITH RUSSIA IN ITS 'NEW' MOOD



AT THE BANQUET CELEBRATING THE AUSTRIAN TREATY



**WELCOMING HIS OPPONENT,** Soviet Foreign Minister Molotov (*left*) studies worried Austrian Chancellor Julius Raab as they meet at the Moscow Airport on

the day the treaty conference begins. Molotov's greeting of the Austrian delegation was friendly and hopeful in its wording but cold and careful in its tone.





MOST POWERFUL MEN IN RUSSIA LINE UP WITH THE AUSTRIAN DELEGATION IN THE KREMLIN. AUTHOR WALTER KINDERMANN IS AT THE FAR LEFT JUST BEHIND MOLOTOV

## The intimate diary of Austrian interpreter at Moscow treaty talks reveals that the Reds were willing to bargain quickly but with no change in price

by WALTER KINDERMANN

This spring in Moscow, Russian diplomatic policy put on a brand-new face. After delaying 10 years on an Austrian treaty, the Communists suddenly settled everything in four crucial days of negotiations. The free world, looking ahead to next week's Big Four meeting in Geneva, can learn something of Russian bargaining methods from the experience of the Austrians. This article is an intimate, firsthand report on those methods by a man who was present at every session and translated every offer and counteroffer—the official Austrian interpreter, Walter Kindermann.

The Austrians found the new Soviet approach unexpectedly straightforward and businesslike—but one vital thing had not changed at all: whatever Russia really wanted, Russia got. The chief issues under negotiation at the Moscow talks were:

1 Austria's future foreign policy, which Austria hoped to state only in general terms while Russia wanted a blunt promise of neutrality.

2 Withdrawal of Russian troops, which Russia intended to grant anyway but only in return for Austrian concessions.

3 Payment for the Austrian oil fields which were developed after Russia occupied the country.

Kindermann's diary tells how Russia behaved, both in bargaining and banqueting. Kindermann was born of an Austrian-Belgian family in Russia and lived in that country until 1945. Because of this his impressions of things Russian—including Russian politicians—are apt to be sympathetic and even sentimental. But his record of the give-and-take of the conference reveals just what it is like to sit down opposite the Soviet Union in 1955.

**A**PRIL 11—We are six persons in the Russian plane's passenger cabin. Chancellor Julius Raab, Vice-Chancellor Adolf Schärf, Foreign Secretary Leopold Figl, State Secretary Bruno Kreisky and two modest assistants, the chancellor's secretary, Dr. Ludwig Steiner, and myself, invited by the chancellor to be his personal interpreter. I was born in Russia 59 years ago and I am familiar with the language and conditions of the country.

The six-man crew of the plane wears military uniforms so we do not seem to be flying in a regular passenger plane. The interior of the plane looks strange at first glance. The usual arrangement of seats is missing and the passenger cabin is divided into two parts by a plush curtain. In each of the two divisions there is a table with a plush cover, two very comfortable leather chairs and a sleeping couch. Two glass cases filled with chinaware look rather peculiar in these surroundings. We do not have to put on safety belts at all. As a matter of fact, there are no such provisions on the plane.

**A**PRIL 12, Moscow—At 9:45 a.m. the four members of the Austrian delegation, accompanied by Austrian Ambassador Norbert Bischoff and myself, board three big, black limousines of a Cadillac type. We drive to the Kremlin.

We are led into Molotov's large office. Opposite the door is a cater-cornered desk. Under the window is a long conference table where about 25 people can be seated. The chairs are hard and not upholstered. I remember the words of the well-known philosopher, Lev Petrazhitzky, who taught about 40 years ago at the universities of Petrograd and Moscow: "Gentlemen, sit on hard chairs when you work; it is useful for the spirit." On the walls are pictures of Lenin and Stalin. Everything is pointedly practical and simple, almost severe.

Minister Molotov welcomes each of the guests with a handshake and a few friendly words. He talks in a low voice. He suggests that we have the first meeting at 3 o'clock in the afternoon.

The gentlemen look at each other appraisingly and attentively. They do not seem to get any closer to each other.

Molotov is the prototype of a thinking man. One rarely finds a warm note in his voice, but when there is a warm note, he sounds sincere. Only once does he seem really agitated: when he mentions the war devastation in the Soviet Union. It seems that he has not yet got used to the misery that befell his people. Everything he says is carefully weighed and considered, often reduced to its barest essence. If, for a brief moment, he seems to get closer to the person he is talking to, he immediately withdraws. He could be a university professor of Roman law or mathematics. I am suddenly overcome by the absurd idea that he may ask me to solve a mathematical problem and will give me a bad mark if my answer is not 100% correct.

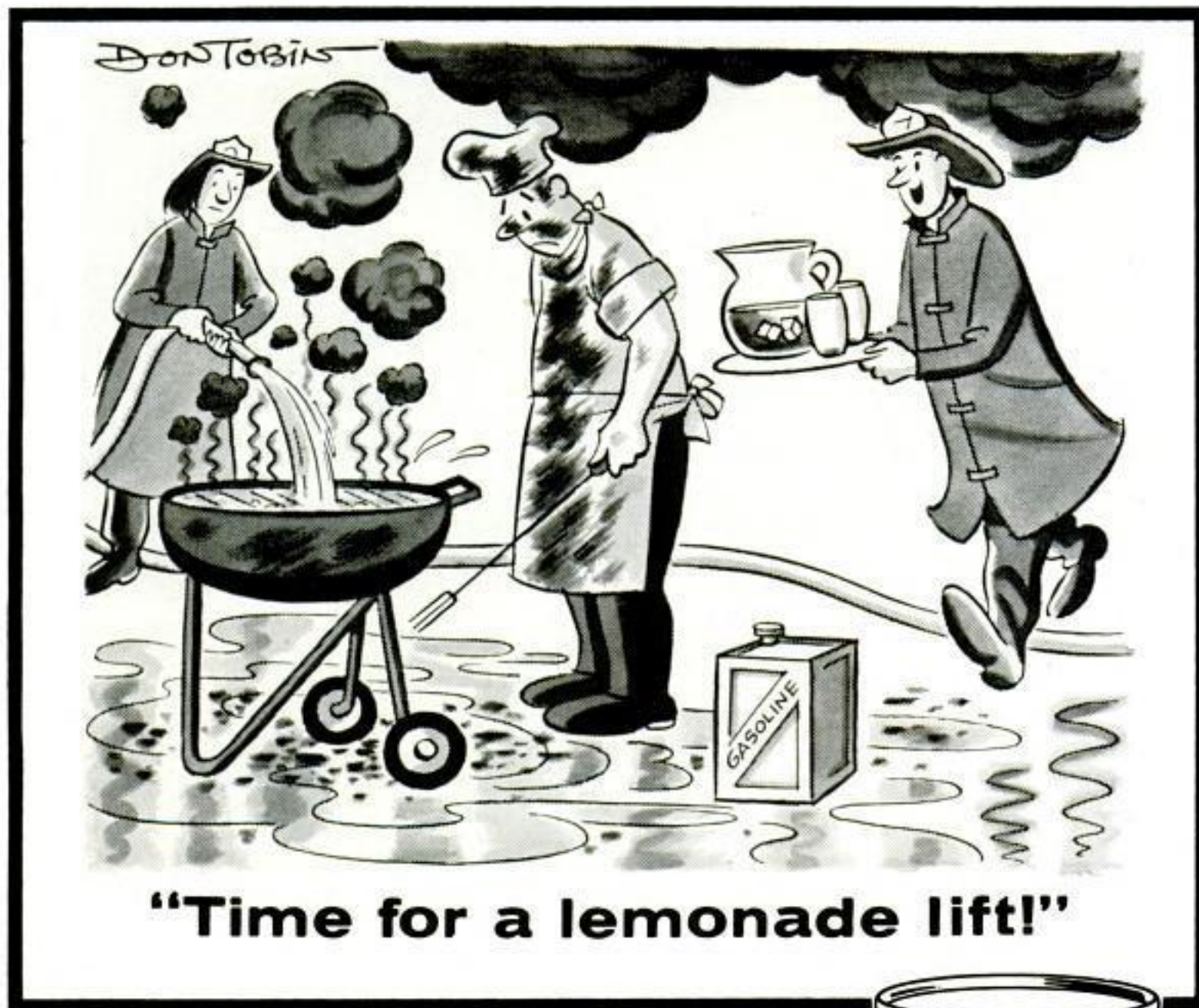
THE negotiations are conducted by Molotov and Deputy Premier Mikoyan. Also present are Minister Ivan Kabanov and Deputy Ministers Vladimir Semenov and Pavel Kумыkin, as well as some others.

The negotiations take place around the long, narrow table on the hard chairs. The Soviets are seated with their backs to the window, the Austrians opposite them. First a Russian interpreter opposite me, then Molotov opposite the chancellor, Mikoyan opposite the vice-chancellor, and so on down the line. Nobody presides.

Molotov welcomes the Austrian delegation in smooth, conventional phrases, friendly but cold. Raab answers in a few correct sentences. Molotov then asks the chancellor what problem he wants to discuss first.

The Austrian delegation has a prepared agenda listing the various problems. The first point is the immediate signature of the state treaty by the Soviet Union [the draft treaty which had been drawn up in Paris six years earlier]. Molotov replies that this point should not be discussed for the time being, that it belongs last on the agenda. When I object to the Russian interpreter's translation, which is not





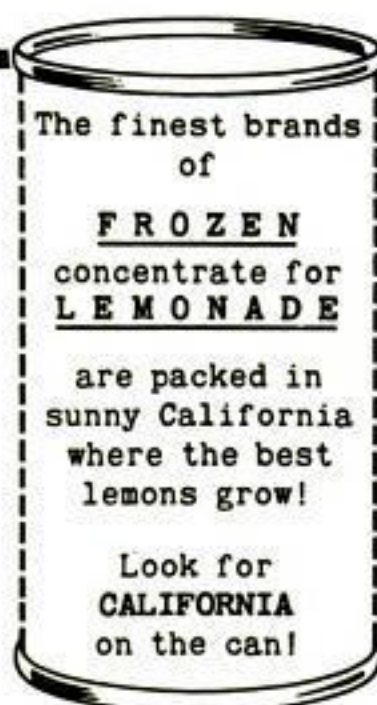
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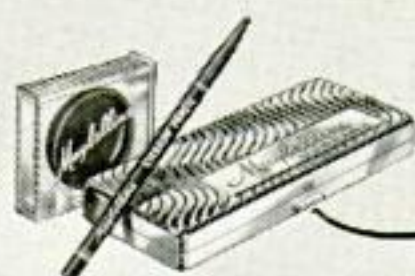


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## RUSSIAN BARGAINING CONTINUED

precise on two or three points and distorted elsewhere, Molotov suggests that I also do the translation from the Russian into the German. I accept, and he instructs his interpreter to follow my words and check them.

One of the controversies is over the date of withdrawal of Russian occupation troops from Austria. Molotov suggests six months after the ratification of the state treaty. The chancellor, vigorously supported by Schärf and Figl, objects very strongly. This could not possibly be accepted. It would be even worse than the conditions set forth in the draft of the state treaty, which allows for only a three-month delay. But Raab does not want to accept even the three-month period. He asks for a fixed date, independent of ratification. He suggests Dec. 31, 1955.

Molotov listens attentively. He seems to understand some German and does not always need an interpreter. He is not unimpressed by Raab's argument but for the time being he does not give in.

The question of military bases and Austria's nonparticipation in military pacts has been, as Foreign Minister Figl points out, the subject of negotiations in Berlin. There should be no controversy on this question since Austria does not intend to grant military bases to any foreign power. Furthermore, Austria has not the slightest intention of making military pacts.

Molotov answers very guardedly. He turns into a diplomat.



RAAB (LEFT) LEADS AUSTRIAN TEAM TO NEGOTIATING SESSION

MIKOYAN: We want \$2.8 million for the Danube Company.  
RAAB: I give you \$2 million. Not a cent more.

Austria's assurance is not sufficient. The Soviet government expects the Austrian government to declare, in words of its own choosing, just what its foreign policy will be. This ought to be stated precisely with no possibility of misunderstanding.

He does not use the word "neutrality," but it is in the air and everybody can feel it.

The chancellor answers quietly and prudently. His words have the effect of oil on water. Austria with her small army cannot possibly have any military aspirations. Nor can she participate in a struggle for power because she does not have the equipment for such a struggle. Her small army's functions are merely the maintenance of order within the country and the protection of her borders. Austria is deeply concerned about the inviolability of her borders and she wants to achieve an international legal standing which would make it impossible for her borders to be violated. Austria alone could not defend herself effectively against anyone.

The chancellor does not use the word "neutrality" either.

Molotov answers very carefully. How does the chancellor envision such a guarantee?

Raab replies that the four interested big powers must guarantee the inviolability of Austria's borders by issuing an appropriate declaration. Molotov says that one may conclude with some certainty from the past attitude of these powers that they would be agreeable to such a guarantee. Then, with perseverance, he returns to the subject of a declaration which he expects from the Austrian delegation regarding Austria's future foreign policy. It is evident that this again refers to "neutrality." Raab replies that such a declaration cannot be given offhand but that the Austrian



## Part III

## America's Arts &amp; Skills

In preparing the third instalment of LIFE's continuing series on "America's Arts and Skills," which will appear in next week's issue, a LIFE reporter uncovered an amusing anecdote. It reveals graphically how the inventiveness of our early American craftsmen far outstripped that of the rest of the world.

Back in the 1820s, American craftsmen successfully developed a technique for manufacturing clocks in quantity, using mass production methods to push the selling price down to as little as one sixth that of a handmade clock. One merchandising-minded manufacturer, Chauncey Jerome, anxious to tap the British workingman market, shipped a boatload of his shelf models to England. Though the exact selling price is not known, it was low enough to worry the British customs into pre-empting the entire lot at 10% above declared valuation. Customs promptly embargoed the cargo to protect the interests of the more expensive British makes. However, Jerome quickly exported another shipment. And another.

Finally, the British government relented, convinced that Jerome could furnish an inexhaustible supply of clocks, designed to give the British workingman the time of day at a price he could afford to pay. Despite the protests of English clockmakers, the customs gates opened and a flood of mass-produced American clocks swamped the mother country.

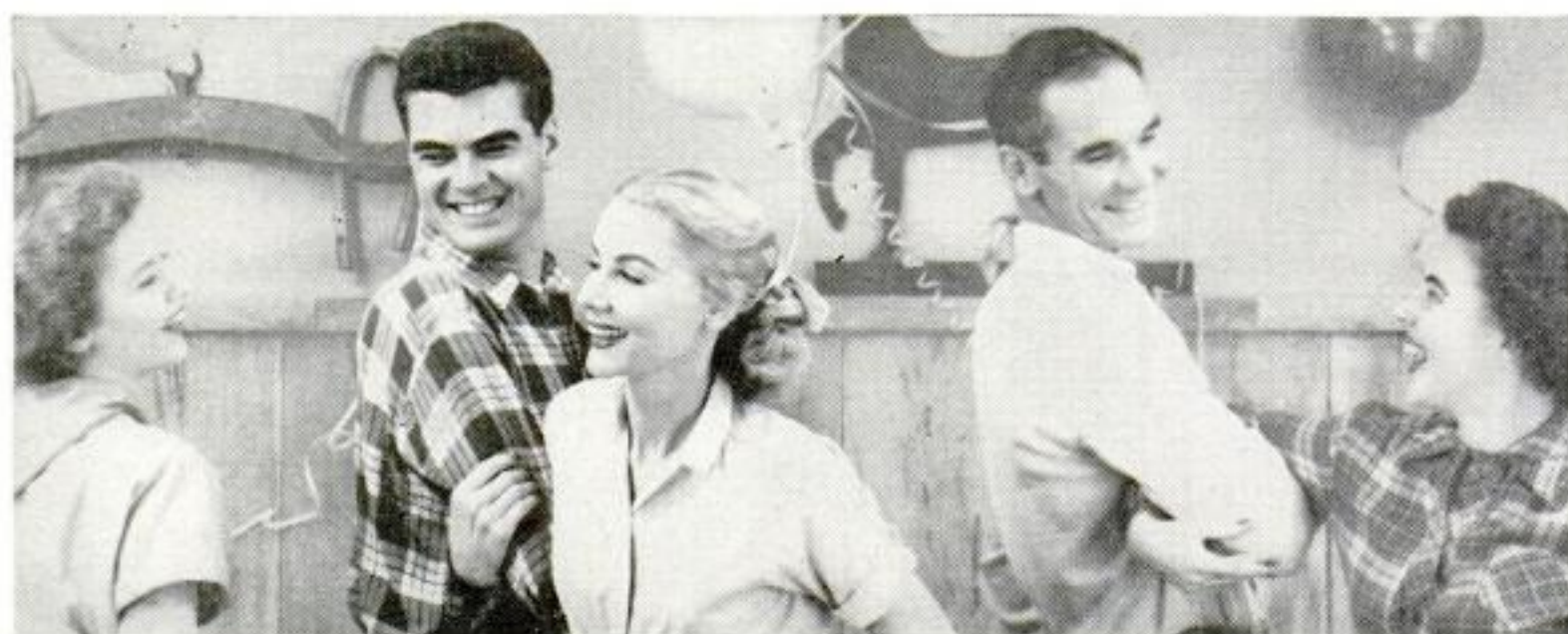
You'll see such historic timepieces in LIFE next week, along with many another example of arts and skills from "The Sturdy Age of Homespun," roughly 1800-1820.

Though this era saw the beginnings of mass-production factories, still the individual craftsman was able to leave his mark on the design of the period. For this was an age of expansion when Americans left their coastal cities and moved westward. Most of their clothes, tools and furniture the migrants made themselves, where they settled. And because the articles they made had first to be useful, these country mechanics and rural craftsmen kept things simple. In so doing they created an art form whose beauty anticipated today's modern design by more than 150 years.

As you browse through LIFE's 12-page color portfolio next week, you will see quite clearly just how America's genius for productivity developed. And perhaps you'll say a grateful word to those early American craftsmen, whose ingenuity contributed so much to the comfort and convenience all of us enjoy today.

ANDREW HEISKELL, PUBLISHER





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## RUSSIAN BARGAINING CONTINUED

delegation will confer on it. He asks that this question be postponed to the following day.

Mikoyan is especially skillful on economic questions. He often participates in the discussions on these questions and is a tough negotiator. The chancellor tells him that it is said in Vienna that in commercial arguments 10 Jews are equal to one Greek, and 10 Greeks are equal to one Armenian. Mikoyan, who is an Armenian, is amused by this and he is equally amused when the chancellor tells Molotov that he is afraid Mikoyan may be a tough opponent for Austria in future economic negotiations.

The economic questions to be negotiated are the following:

1) Method of paying \$150 million, the sum which was agreed upon in past negotiations as payment for the German property in Austria which Russia had captured at the end of the war.

2) The question of oil fields, oil refineries and oil companies in Austria.

3) The question of the Danube Shipping Company.

4) The possibility of a trade agreement.

Molotov and Mikoyan say the Soviet Union is ready to negotiate for the payment of the \$150 million in merchandise and they ask for suggestions. They also say they are ready to cede the Soviet Union's oil rights in Austria in return for the delivery of raw oil, the exact amount to be negotiated. The assets of the Danube Shipping Company in eastern Austria may also be subject to negotiations.

All these questions are treated superficially. It is late. A big reception by Mr. Molotov is scheduled for 6 o'clock. The meeting is therefore postponed until 11 the next morning.

THE Austrian delegates are the last guests to appear at Molotov's party. He welcomes us almost cordially. Mrs. Molotov, petite, with a small, intelligent face, says a few friendly words.

The talk is animated and soon becomes still warmer. The temperature of the room increases quickly and the vodka does not exactly have a cooling effect. The chancellor exchanges many courteous words with high representatives of the Soviet government. Everything I translate, however, remains within the realm of generalities. Essentially it is a mutual assurance of goodwill.

The U.S. ambassador, Charles Bohlen, is standing at the other side of a table. Suddenly I hear Bulganin tell Molotov, "I shall ask Bohlen to come over." "Surely," says Molotov. Soon Bulganin and Bohlen are engaged in an animated, serious conversation which lasts quite a while. Correspondents are taking notes. This conversation is considered a political event and within an hour telegrams will be sent all over the world. Bohlen's Russian is not bad at all. He expresses himself without difficulty. He does not make the usual mistakes in pronunciation.

The chancellor seems to be very hot. He does not want any more vodka. He would like to leave. But a member of the Austrian delegation whispers in my ear that I should not let the chancellor go. The custom here is to let the host signal the end of the party. A few minutes later it is said that, on the contrary, the chancellor, as head of the delegation in whose honor the party is being given, should be the first to leave. We say goodbye, although we will join the Soviet government delegates again within an hour at the Austrian embassy.

The dinner at the embassy is an imposing affair. Only about 20 to 25 persons are present but they include the highest Soviet officials: Premier Bulganin, Ministers Molotov, Mikoyan, Pervukhin, Kaganovich, Kabanov and Deputy Ministers Mikhailov, Semenov and Kумыkin.

The Austrians get acquainted with a Russian custom which lends special charm to the meal. Short toasts are offered at intervals of but a few minutes: polite, witty toasts to one or the other of the guests present. Such a meal becomes a very lively affair in which everyone joins, although some may mind having to get up constantly to raise their glasses. A lengthy conversation with one's neighbor is out of the question.

It was amusing to observe how the members of the Austrian delegation at first were somehow reluctant to join in the toasts, and how, during the last days of our stay, they toasted with the same enthusiasm as the Russians.

APRIL 13—The meeting on the second day takes place at Spiridonovka Palace, which has a room well equipped for negotiations. The welcome is again very friendly and polite, but less formal than on the first day.

Molotov asks if the Austrian delegation has arrived at a definite

CONTINUED



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RUSSIAN BARGAINING CONTINUED

opinion on the future foreign policy of Austria. He is extremely diplomatic and avoids everything that might look like an attempt to influence Austrian opinion.

The Austrian delegation has prepared a written declaration which the chancellor now reads. Although the declaration does not actually contain the word "neutrality," it consists of expressions which define what is essentially a neutral foreign policy. Molotov does not find the declaration satisfactory.

In the discussion that follows, the word "neutrality" is used. I do not remember who pronounced it first. I am under the impression, however, that it was Molotov. He says he cannot understand why the Austrian delegation shies away from the word.

As always, the chancellor replies very quietly. The reason he did not use the word was that in these days it has become somewhat discredited in international usage and he is afraid that the use of the word might possibly be a stumbling block for the other interested powers.

Molotov is very friendly, but he says he does not share the chancellor's anxieties. In Berlin, Secretary of State Dulles expressly stated that there would be no objections if Austria would strive for neutrality, and Dulles explicitly used the word "neutrality." Molotov therefore believes that this expression may now be used, since not using it might easily lead to misunderstandings in future interpretations of what was said today.

The chancellor asks to be permitted to interrupt the meeting



BULGANIN, RAAB CHAT AT PARTY AS KINDERMANN (RIGHT) LISTENS

BULGANIN: I invite you, Mr. Raab, to spend your vacation in my country. You will be most welcome.  
RAAB (with cigar): And how about neutrality, Marshal?

for 15 minutes in order to talk with his advisers. I believe he had been conscious of the problem from the very beginning and had only unwillingly continued to fight a lost battle. He now finds no more opposition in his delegation. Agreement is quickly reached on a brief formulation: Austria will strive toward a lasting neutrality, like Switzerland's.

The meeting is reopened and the chancellor reads the new formulation. After a moment's thought Molotov says a few words to Mikoyan and then states that the Soviet Union is satisfied. Thus the summit of the mountain is reached. Everybody relaxes.

It should be noted that neither of the negotiating parties tried to define "neutrality." I am not sure whether or not that was done deliberately.

Further negotiations on that day are concerned with economic questions. Molotov asks how the Austrian delegation proposes to pay the \$150 million for German property. It is soon agreed that the sum should be paid in Austrian merchandise in annual instalments of \$25 million each.

Then Mikoyan presents the list of merchandise which the Soviet Union wants. It contains 10 to 15 items, mostly products of Austrian heavy industry as well as some chemicals and machinery. The chancellor suggests adding tractors, aluminum and leather. But when he suggests shoes, he meets with opposition; and when textiles are mentioned, Mikoyan is irritated. The Soviet Union does not need textiles.

The chancellor says the matter cannot be discussed from just one point of view. He must consider the interests of all branches of Austrian economy. Mikoyan agrees but insists that the Soviet list of merchandise be used as a basis for future negotiations.

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## RUSSIAN BARGAINING CONTINUED

Now the oil problems are taken up. From Mikoyan's introductory presentation of facts, it is evident from the start that he plans to make very considerable demands. Molotov says that the Soviet Union is ready to accept raw oil deliveries against the rights specified in the draft of the state treaty. But no dollars. The Soviet Union does not need dollars, he says almost harshly. In speaking of dollar value, Molotov says jokingly, it must be understood that American dollars are meant, in order to exclude the possibility that the Soviet Union might accept Mexican dollars. Raab retorts dryly that he personally would accept an interpretation that Chinese dollars were meant. Everybody laughs.

After private consultation the Austrian delegation proposes deliveries of raw oil amounting to 50% of Austrian production during the next six years. It is clear that this suggestion includes a safety valve. If less is produced, less will be delivered. Mikoyan has a brief conversation with Molotov and says they are willing to accept a percentage of the production. But Kумыkin asks for at least 60%.

A minimum of 11 million tons of raw oil is requested, an average of about 1.8 million tons for the six years in question. The chancellor is very obstinate. Molotov suggests that it may be good for the two delegations to appoint a joint committee to discuss the unsolved oil questions. A meeting is arranged for 4 in the afternoon.

SOON thereafter we sit opposite Minister Mikoyan and his economics committee. The negotiations are matter of fact. An agreement on the Danube Shipping Company is quickly reached. Mikoyan requests \$2.8 million for all assets of the company in Austria.

The chancellor whispers with Schärf and Figl. Kreisky nods. Raab then extends his hand across the table and says, "I give you \$2 million and not a cent more."

Mikoyan hesitates for a moment. Too bad to give up \$800,000. But he accepts.

No progress is made on the oil problems. The chancellor requests figures which are not available. Mikoyan does not give in and he is supported by Kумыkin. Raab withdraws. He says that the whole matter is not yet ripe for a discussion but should be studied by experts. Shortly before 5 the meeting is closed.

That evening in his bedroom the chancellor reverts to the oil problem. He seems angry. "They are asking for too much," he says. "I cannot give it to them."

THE Austrian delegation is invited to Moscow's Bolshoi Theater for a ballet. I sit next to Gromyko during the performance. I want to be polite so I tell him that his name is known to every newspaper reader in the Western world. "Really?" he says. "Probably as the bad boy of world politics." He says it ironically, and without pleasure. He is quite frank during the conversation. "The problem of war and peace is very real for me," he says. "My two brothers were killed during the war and my mother had to endure that." I believe it would not be impossible to establish human contact with him.

APRIL 14—The two delegations again sit opposite each other. Molotov is very friendly. He declares immediately that the Soviet government is ready to accept Dec. 31, 1955 as the latest day for the withdrawal of occupation troops from Austria. This represents full consideration of the Austrian viewpoint.

Then the oil problem comes up again. Molotov suggests reaching an agreement. Discussions continue. Finally Raab asks to be permitted to discuss the question alone with his delegation for 15 minutes. In a special room the Austrians reach an agreement among themselves. Unanimously they decide to offer the Soviet Union 10 million tons of raw oil but to ask that delivery be made, not within six, but within 10 years.

The chancellor presents the Austrian point of view to the Russians. He says it is the last concession that can be made. Mikoyan wants to object, but I hear Molotov tell him that political considerations must have preference. They confer briefly with each other, and Molotov tells the chancellor: "The Soviet government agrees to the Austrian proposal."

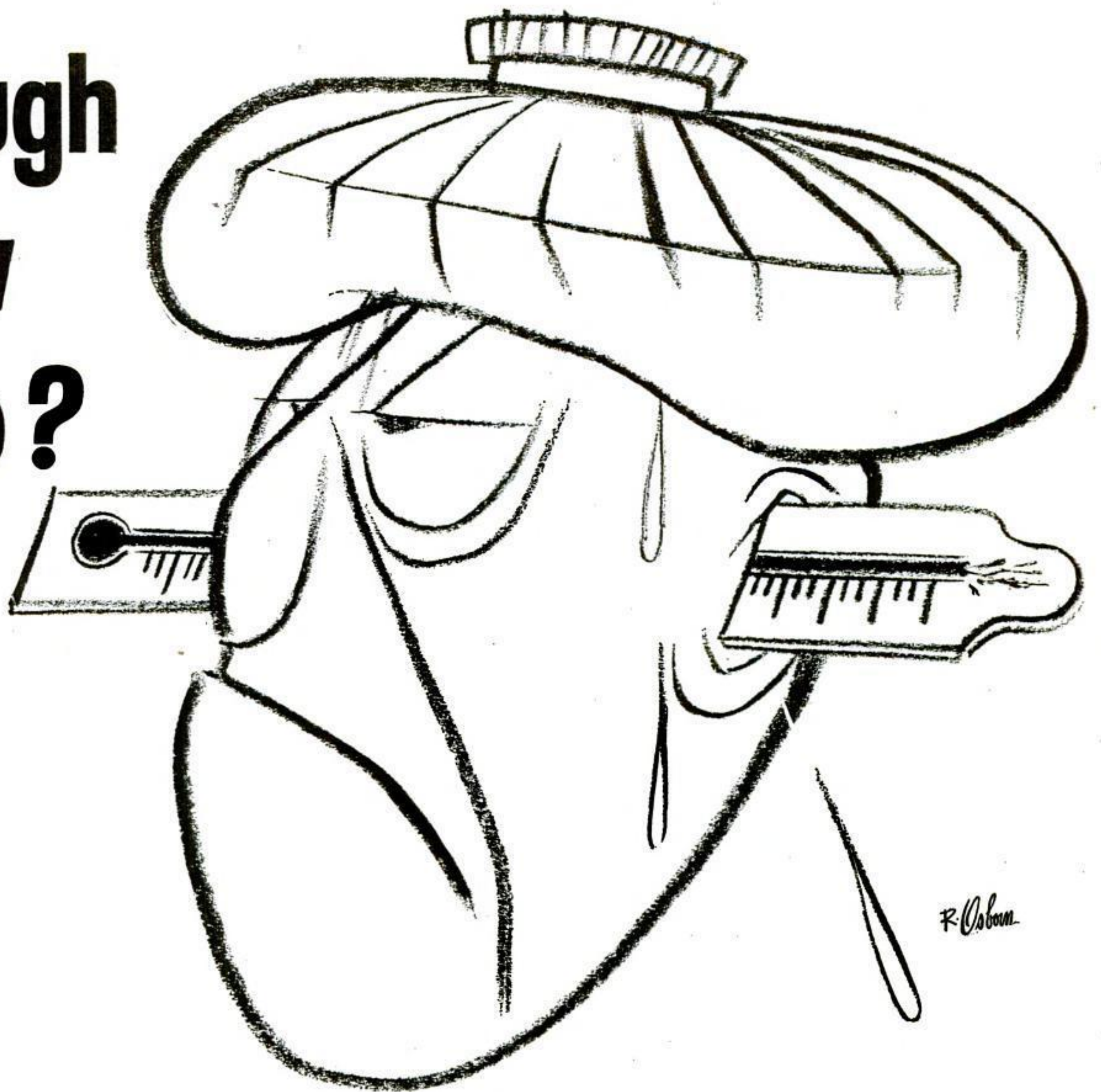
For a moment, the Austrian delegation reminds one of a man who has just been relieved of a heavy burden. Everybody is in an excellent mood when the meeting ends.

Outside in the hall I stop one of the high Soviet diplomats and ask him if he plays chess. His answer is yes. Then what does he think of an opening move in which a pawn is sacrificed in order to gain a favorable position? His answer is a smile.

CONTINUED



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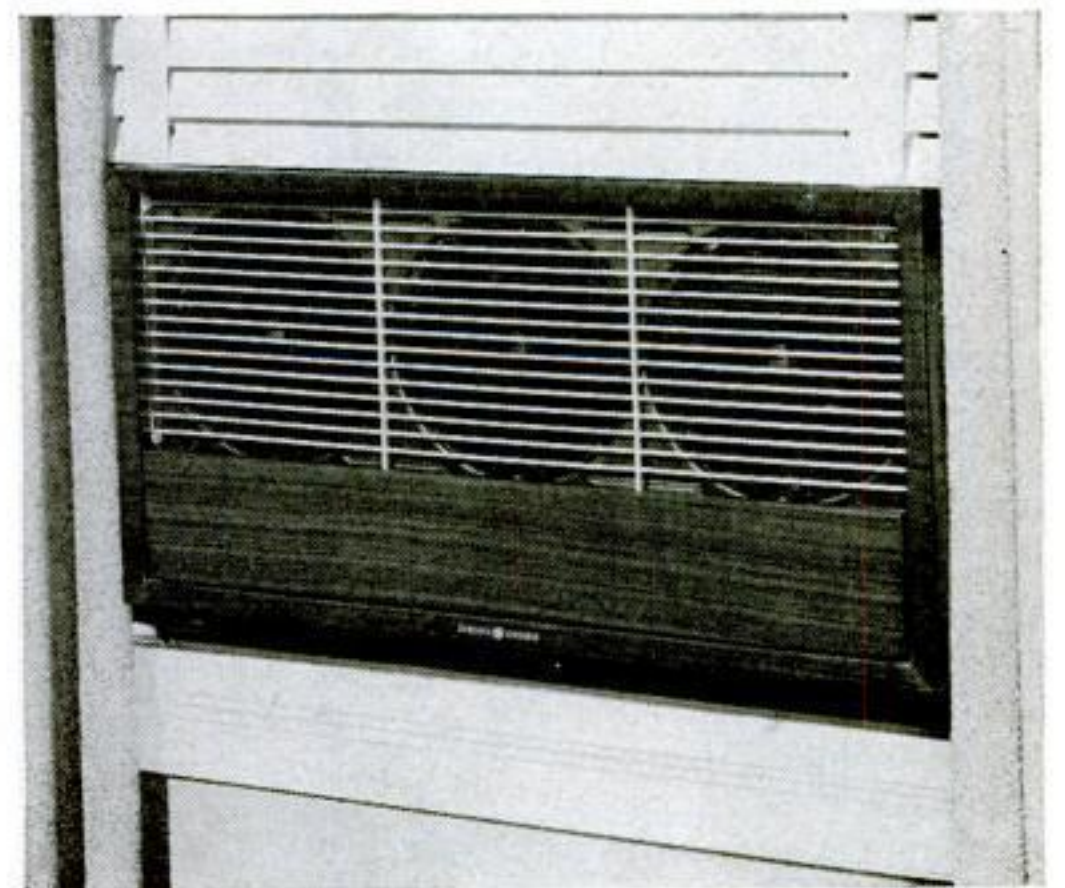
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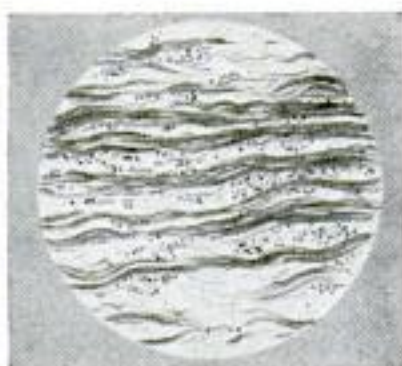
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Why it may be  
"the beginning of baldness"...

We don't claim miracles. We can't prevent baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:  
Spores of Malassez

## Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

## A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:  
Bacilli shown  
may be present

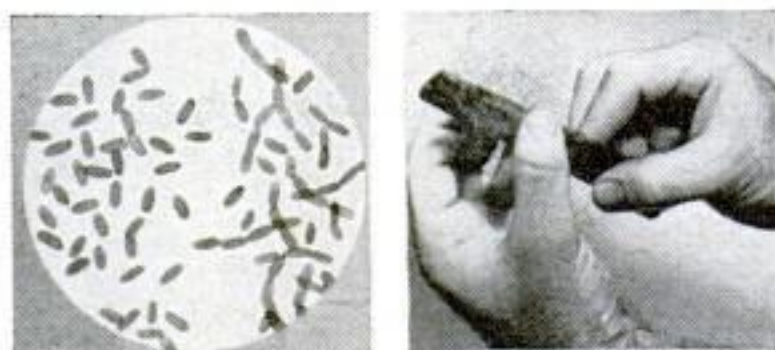
**TODAY**, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. **TONIGHT**, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

**Tomorrow morning—and every morning:** Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present.  
Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

## Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

**Money-back offer.** Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

# KREML HAIR TONIC

## RUSSIAN BARGAINING CONTINUED

The reception in the Kremlin that last evening is the most splendid and interesting one of all. About 40 representatives of highest Soviet government rank are waiting for us. In addition to the gentlemen we have met at previous receptions, ex-Premier Georgy Malenkov and Communist party boss Nikita Khrushchev are on hand.

When Bulganin sees me, he asks, "Well, have you been to the Razgulyai?" (On one of the preceding days he had asked me which school I had attended in Moscow. "The gymnasium on the Razgulyai," I told him.) He talks to me as one talks to a friend about the days of one's youth. Is he by any chance a soul-catcher? I ask myself. But my respect for rank quickly returns. He is such a big fisherman and I am such a little fish. What could be his interest in catching me? He is sorry that I did not have time to go to the Razgulyai, he says. And then, "Your mother is still alive? She must be very old. Give her my regards when you return home." He says "Matushka"—little mother. I had had a different picture of the premier of the Soviet Union.

We are hardly seated for dinner when Molotov gets up. He makes a long speech. His final toast is to Austria.

Then comes the long succession of toasts. Austria's Ambassador Bischoff offers a Russian toast. Molotov answers him and makes fun of him in a friendly way. Now that Bischoff has helped to conclude the negotiations, he will probably apply for a change



KHRUSHCHEV MEETS RAAB AT CELEBRATION BANQUET

KHRUSHCHEV: I am giving you some good advice: follow my example and become a Communist also.

of name: he will no longer be *Bischoff*, or bishop, but archbishop, or maybe even patriarch. There is much laughter and the mood is high. The vice-chancellor keeps refilling his vodka glass with soda water, hoping that he may get by without drinking too much. But Molotov notices it and tells him that he will regret it.

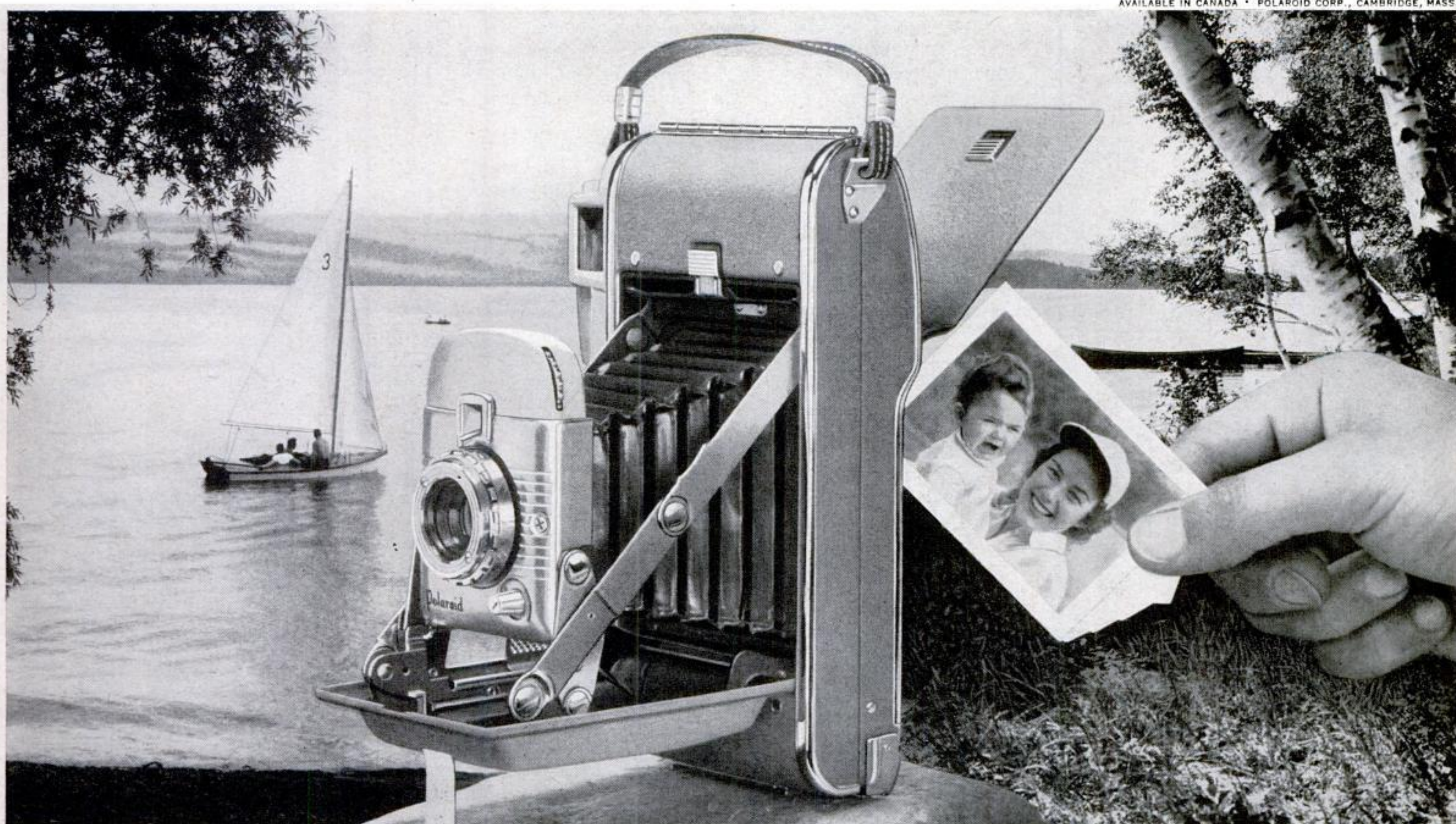
Then follows Nikita Khrushchev's speech. Since it is completely free of conventional phrases, it is undoubtedly the most interesting one made this evening. It is a pity that the Russian interpreter does not translate it in full and that the Austrians thus miss much of its flavor. He jests—but with many serious undertones. It is sometimes hard to tell what is a joke and what is meant seriously. His voice is deep, and though he must be in his 60s, he gives the impression of great physical strength. Controlled, brutal energy and vitality are his characteristics.

"You astonish me, gentlemen from Austria," he says. "Is it possible that you are skeptics? Don't you believe your newspapers? Weren't you afraid to come to Moscow? Didn't you hear that I have horns on my forehead like the devil? Don't you know that we here in the Kremlin eat a roasted baby every day for breakfast and lunch?"

Nobody will be surprised, he continues, if he confesses to being a convinced Communist. "In these days we have got to know you, Mr. Raab," he says, "as an honest, straightforward man. I am giving you some good advice: follow my example and become a Communist also." Everybody, including the Russians, laughs. This does not disturb Khrushchev. "Don't laugh, Mr. Raab," he says. "Believe me, my views are right. But if I cannot convince you, in God's name stay as you are. We will not disturb you. We know the conditions in Austria. We shall let the Austrian people live as they choose."

He continues talking about the advantages of the Communist





ALL SNAPSHOTS ON THIS PAGE WERE TAKEN WITH A POLAROID LAND CAMERA

# NOW...GREAT PICTURES IN 60 SECONDS

*with remarkable new film for the* **POLAROID® Land CAMERA**

Until you lift a picture out of the back of a Polaroid Land Camera, you just can't believe what's happened to photography in the last few weeks. Now you can take a shot—the kids in swimming, a beautiful vacation view—and 60 seconds later lift out a picture *so good* you'll feel like rushing back home to show it off.

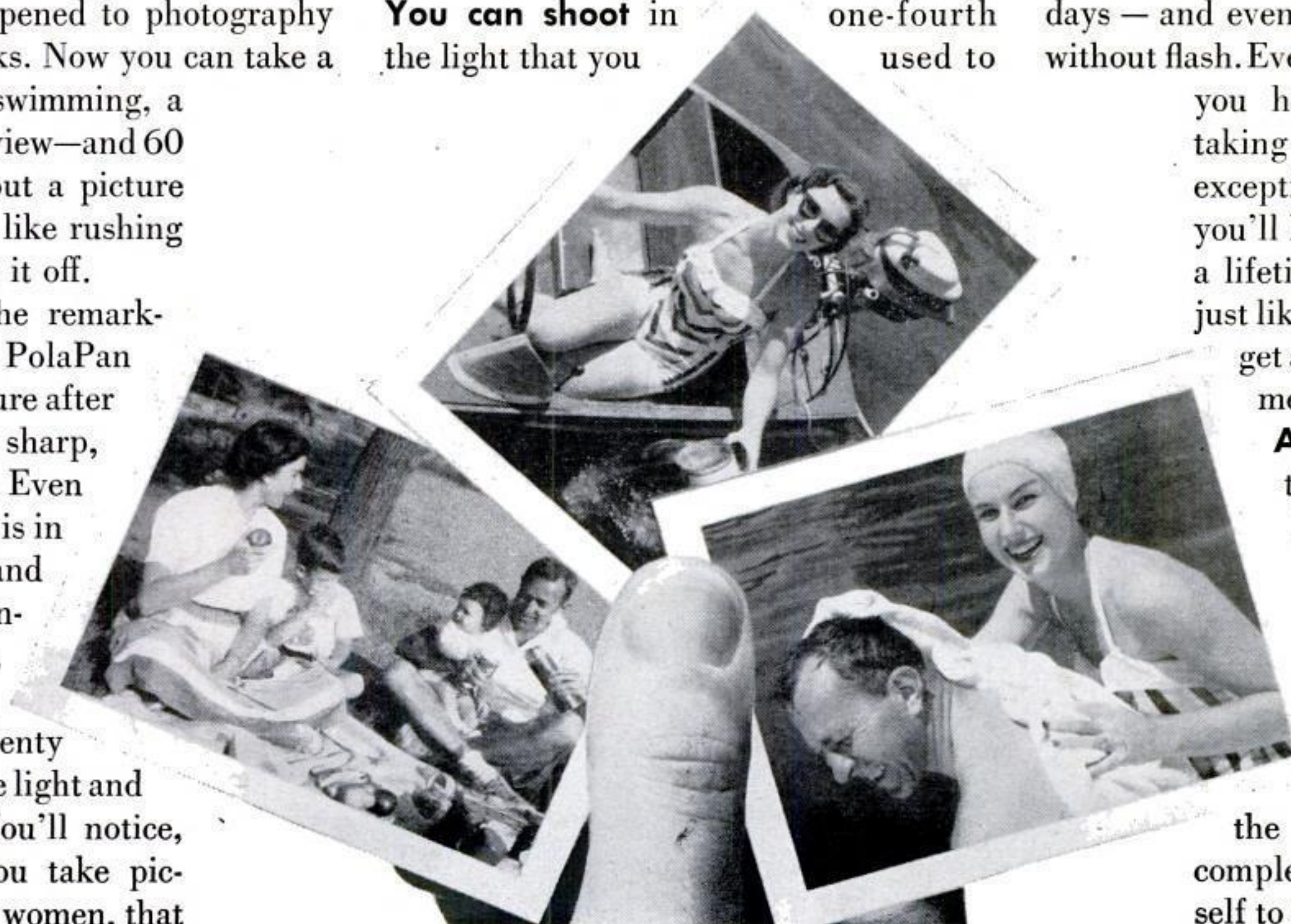
**When you use** the remarkable new Polaroid PolaPan Land film, one picture after another comes out sharp, clear, full of details. Even if half your subject is in brilliant sunlight and half in shadow—under a tree, let's say, or a big floppy hat brim—you'll get plenty of details in both the light and shadowed areas. You'll notice, especially when you take pictures of babies and women, that

skin tones look softer, more flattering with this new *panchromatic* film.

**You can shoot in** the light that you **one-fourth** used to

need. This new film is so sensitive you can shoot excellent pictures on gray rainy days — and even take many indoor shots without flash. Even if you've never thought you had any special picture-taking talent, you'll take really exceptional photographs. And you'll be able to enjoy them for a lifetime, because they'll last, just like any fine prints. You can get all the copies and enlargements you want, too.

**Ask any dealer** to let you try this new low-priced Polaroid Land Camera. (It's yours for \$1.19 a week.) Take a shot with the new film. When you lift out that picture 60 seconds later, you'll know the summer just won't be complete unless you treat yourself to a Polaroid Land Camera.







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## RUSSIAN BARGAINING CONTINUED

doctrine and of the disadvantages of the capitalistic world. He says, "My father tried hard all his life to become a capitalist. When I was a boy I even helped him with it. But, thank God, his endeavors were in vain. The light, gentlemen, please keep this in mind, the light comes from the East."

Figl interrupts, "The sun also rises in Austria."

"Yes," Khrushchev says, "but two or three hours later."

"Comrades Molotov and Mikoyan have reached an agreement with Austria," Khrushchev continues. "We shall examine it, and if it is wrong, we shall question Comrades Molotov and Mikoyan, who bear the responsibility for it." He does not say whom he means by "we," neither does he say whether or not this remark is a joke. Referring to world politics, he talks of peace. "We want to be left alone," he grumbles.

I am sitting opposite Malenkov. He does not look well and is somewhat meditative. He talks very little except for exchanging a few words with his neighbors. It must not be easy for Malenkov to accept definite failure in his best years and to have to say *mea culpa* loud enough for everyone to hear it. But it seems to me that he has always been a contemplative, reserved man. My impression of him from former times was that of a man who was not farsighted enough to be strong.

Even a banquet in the Kremlin comes to an end. Bulganin, the host, makes the last speech. He honors his guests in the friendliest manner.

Observing the top Soviet politicians and the way they behave among themselves, one comes to the conclusion that all speculations of the Western world regarding Stalin's successor are utterly in vain. There seems to be hardly any doubt that his place is vacant at present. All these men are strong personalities. One or the other may, at a given time, be in the limelight for a short while. But I certainly did not get the impression that there is one among them who rules over the others.

Everybody goes to the drawing rooms. The chancellor and Bulganin are engaged in a gay conversation. I hear Bulganin say to Raab that the Crimea is very picturesque and beautiful, by no means less attractive than the French Riviera.

"May I invite you, Mr. Raab, and you too, Mr. Schärff," Bulganin says, "to spend your vacation with your wives in my country? You will be most welcome guests."

Raab looks at him for a moment, winks one eye and asks, "And how about neutrality, Marshal?" Everybody laughs and the score is 1 to 0 for Austria.

But Bulganin gets even. "I extended this invitation for selfish reasons, Mr. Chancellor," he says. "I wanted to have the privilege of being invited in turn to your beautiful Austria."

The conversation becomes more serious. "The West often sees ghosts," Bulganin says. "I remember one day when our professor of physics poured a liquid on the table and promised a good mark to anyone who could identify it by its smell. Those who were quick and ambitious guessed every possible smell and were ready with their answers immediately. They all got bad marks because it was water, which has no odor."

At last the evening comes to an end and the Austrians take their leave. When I extend my hand to Khrushchev, he holds it and begins to talk with me. Bulganin joins us and says, "But Nikita, let him go. Don't you see that the others have left already?"



RUSSIA'S FAREWELL to the Austrian delegation after a conference both friendly and successful is waved by Mikoyan and Molotov at Moscow airport.



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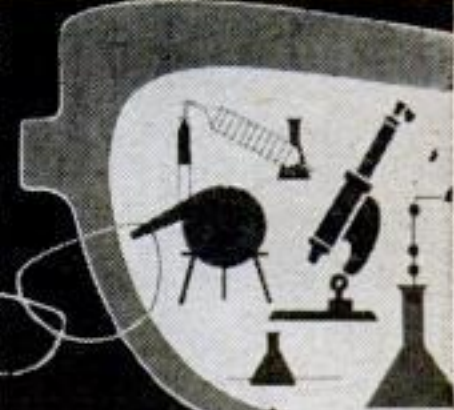


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## RAYON HI-TEST Cord strengthens tubeless tires on the '55 models

Today's wonderful new cars are *better* cars because they ride on RAYON HI-TEST Tubeless Tires. Chosen for their amazing extra strength factors, they give *premium safety at no premium in price* . . . plus a big bonus in mileage, comfort and handling ease. They're the big tire value of our times, largely because of the greatly *increased strength* of RAYON HI-TEST tire cord.

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**RAYON FOR SAFETY!** Danger of blowouts has been greatly reduced since rayon became the most widely used tire cord. That's because rayon cord tires resist heat longer, run cooler—safe from risk of sudden failure.



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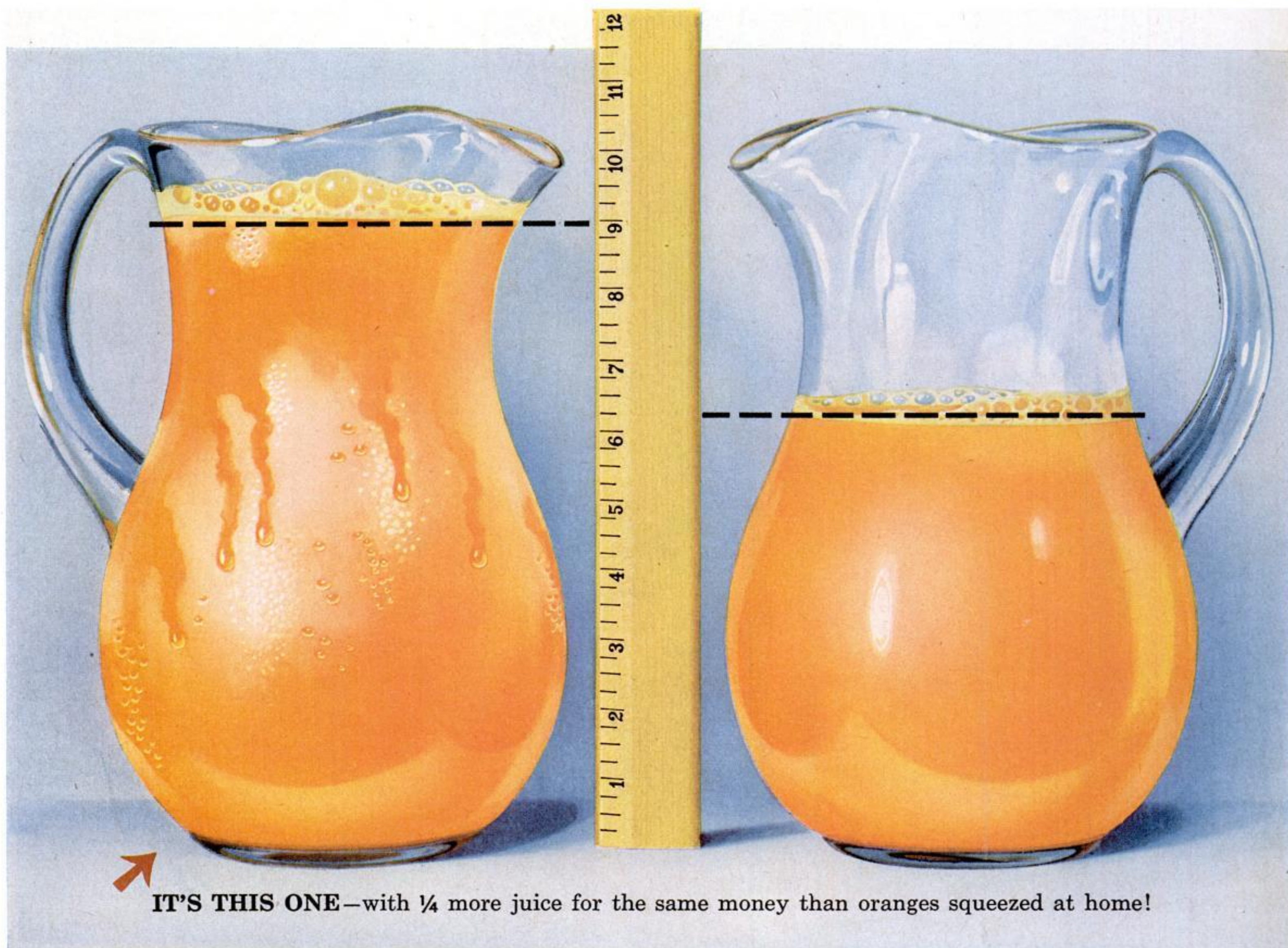


**RAYON FOR HEAVY DUTY!** With rayon in tires, decrease of blowouts has been as dramatic as increase in performance. Rayon can safely take such hard knocks as rough roads, quick stops, sudden starts, ruts and bumps.

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These 2 Pitchers tell you better than 1000 Words why  
**Minute Maid <sup>Fresh-Frozen</sup> Orange Juice**  
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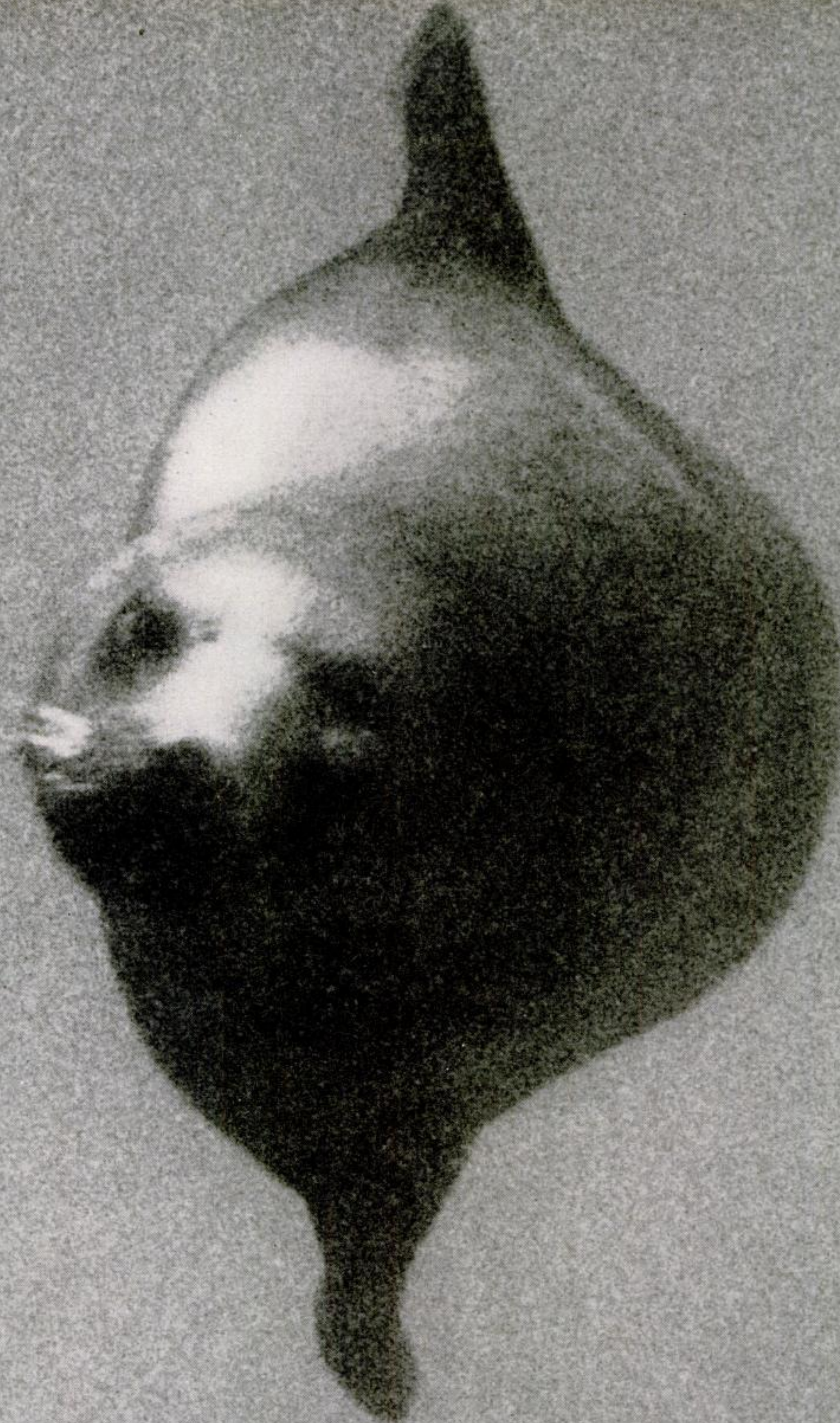
- 1 You get  $\frac{1}{4}$  more Delicious Juice!
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*Make Yourself the Pitcher of Better Health with Minute Maid!*

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BARRELING IN AT 15 MPH, AN ENRAGED BULL SEA LION SWIMS ON HIS SIDE WITH HIS TWO FRONT FLIPPERS EXTENDED VERTICALLY LIKE THE FINS OF A FISH

## DEFENDER OF AN UNDERWATER HAREM

Photographer Don Ollis, swimming with an Aqua Lung and camera in the clear waters off the Galapagos Islands, didn't even see it coming. "Zoom! Something went by like a rocket, spinning me around in its wake," he said. "It came hurtling at me again. There was nothing else to do, so I took a picture of it."

The picture (*above*) shows what "it" was—an angry, 8-foot, 600-pound

bull sea lion rushing to fend Ollis away from the harem of 8 females which he had established nearby. Disregarding skin divers' safety manuals, which tell divers to clear out fast when faced with sea lions, Ollis went back down several times during the next week until the bull grew resigned to his presence and the females seemed to welcome it. He came up with unique pictures of life in an underwater harem (*next pages*).



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DANDRUFF...  
BRIGHTEN YOUR  
HAIR UP 35%  
with the very first shampooing!**



**A SINGLE SHAMPOOING** with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35% ... remove loose dandruff and recondition hair at the same time.



**FOR CLEANER SCALP**, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo *guaranteed* to remove ugly dandruff with just *one* lathering or money back.

**Only FITCH guarantees  
cleaner, brighter hair...  
free of ugly dandruff!**

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just *one* lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it *every* single time you wash your hair!

**Reconditions too!**

What's more, its remarkable reconditioning action leaves hair softer, easier to manage, inclined to wave.

Get a bottle of this new milder Fitch Dandruff Remover Shampoo. If you're not delighted with how it brightens your hair up to 35%—how it removes loose dandruff too, in just one lathering—return unused portion for full refund from manufacturer.

Also ask for a Fitch shampoo at any Barber or Beauty Shop.

**IMPROVE HAIR LOOKS  
or money back!**

**Underwater Harem** CONTINUED



**EATING HIS WAY** through a school of fish, the voracious bull swallows up succulent big-eyed bass as he swims.

**FEMALES FROLICKED** around photographer until the bull spotted them and herded them back to the harem.





# The weight you want—and how sugar helps you hold it!

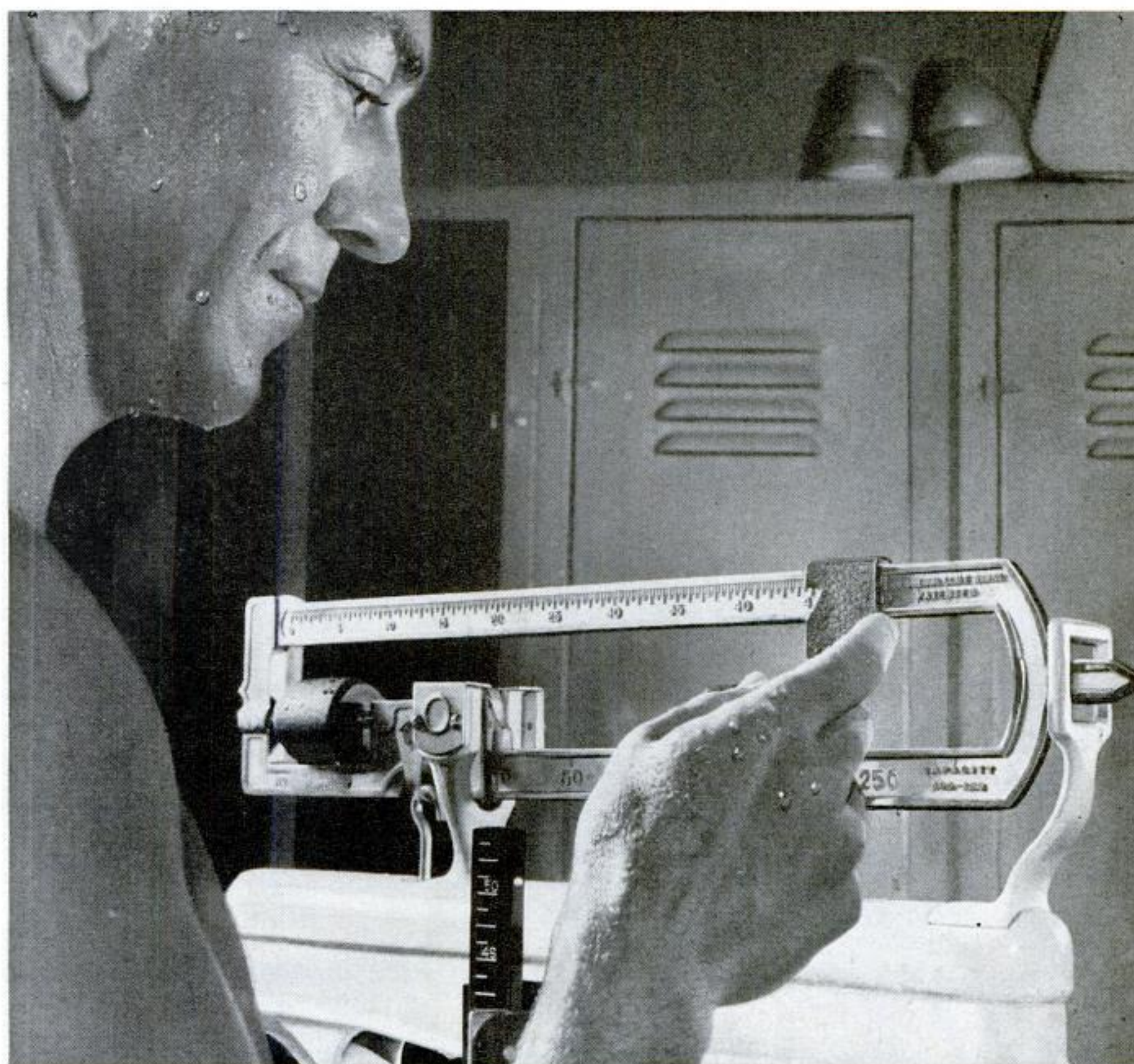
It is your appetite that regulates your weight

But if you are healthy your blood sugar level helps to control your appetite

You are hungriest, and most apt to overeat, when your blood sugar level is *low*

When it is *high* you're more quickly satisfied on less food

The food that raises your blood sugar level the fastest is sugar itself



*Recent nutritional findings give new importance to sugar and the good foods and beverages that contain it*

Summertime is the time when we use the most sugar—in energy-refreshing soft drinks, in ice cream, in glasses of iced tea, on breakfast berries and in fresh fruit desserts.

It is also the season when nature herself puts more sugar in these same sun-ripened fruits and in garden-fresh vegetables—the *same kind* of sugar she puts in sugar cane and sugar beets.

*Yet this is the time of year when most people find it easier to shed surplus pounds.*

Science has just recently given us the reason. Sugar plays a part in the healthy body's own weight control system.

## **Helps prevent overeating**

Sugar is known as a quick-energy food because it raises your blood sugar level almost immediately. Now research scientists have found that the blood sugar level also helps to regulate appetite.

When your blood sugar level is *low* you get hungry. That's your body-call for energy. When you eat, your blood sugar level goes up. When it reaches a certain point your hunger is "turned off". You find it's easy to turn down extra helpings that lead to extra weight.

*This explains why your summertime use of sugar helps you to stay satisfied on lighter summer meals.*

In this way nature tends to keep the *total*

amount of calories you get from food exactly balanced with the calories you *use up* as energy. It's a sort of automatic double-entry bookkeeping system that helps to keep you from getting a double chin.

## **What if you're gaining weight?**

Scientists also found that people get hungry more often during the time when they are actually gaining weight than they do when they're maintaining weight. This is the reason many of the newer reducing diets *purposely include sugar*. Used in "scientific nibbles" it raises the blood sugar level and helps to quickly curb a runaway appetite.

These "scientific nibbles" are made a part of your regular morning and afternoon "energy break". It might be a bottle or glass of your favorite sugar-containing soft drink, a cookie, a piece of candy—or sugar in your coffee or tea. A level teaspoonful contains only 18 calories—can help you cut several times as many calories from the next meal.

## **How about artificial sweeteners?**

After almost a year of study, the Food and Nutrition Board of the National Research Council reported: "There is no clear justification for the use of artificial sweeteners by the general public as a weight reduction procedure."

This authoritative report, in supporting the use of sugar, emphasized, as "especially pertinent" "the desirability of meeting the nutritional needs of the people by the use of natural foods."

Sugar, nature's own pure-food sweetener, makes an important contribution to those nutritional needs.

## **18 CALORIES**

*Surprise you that there are only 18 calories in a level teaspoonful of sugar? People we asked (including some on diets) guessed from 50 to 600. You'll normally use up as many calories as you get in a teaspoonful of sugar every 7½ minutes!*



All facts in this message apply to both cane and beet sugar.

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support this progressive program. The generous sums paid toward expenses for hundreds of types of operations have prevented financial burdens for uncounted Blue Shield members. This often meant the full surgical-medical bill was covered. **Today 32 million people** belong to Blue Shield . . . 12,000 more join each working day! When members change jobs or retire, Blue Shield permits them to continue this valuable protection. **In joining Blue Shield** most people enroll through employee groups. Inquire where you work. Or contact the Blue Shield Plan listed in your phone book. *The Blue Shield Commission, Dept. 101, 425 North Michigan, Chicago 11, Ill.*

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## Underwater Harem CONTINUED



**BULL KEEPS WATCH** over harem, ignoring spiny black angelfish and ready for battle with intruders. Scar under his flipper is mark from earlier battle.



**FEMALE MAKES EYES** at camera. "I don't blame the bull for worrying," said Photographer Ollis, "They flirted the minute his head was turned."





*1 family in every 3 faces a hospital bill within the next 12 months!*



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*Helps meet hospital expense*

## Pays 14 million dollars each week for care of its members!

***Serving nationwide . . . the only organization for prepayment of hospital care sponsored by the American Hospital Association.***

**\$750,000,000** worth of hospital care in the last year alone—that's what Blue Cross families received! All around you, you'll find people who have experienced the unique Blue Cross service. You have heard of Blue Cross innumerable times. Yet, you may have never realized what makes it so unusual and effective. Did you know you don't "buy" Blue Cross? To get its protection, you "join." Most people join through a group, probably where they work, to become members of the Blue Cross "Plan" in their areas. Each one pays in a small amount monthly. (Only pennies a day for a whole family!) When a member is hospitalized Blue Cross helps pay for the care.

Each Blue Cross Plan has a unique "partnership" with the local hospitals. It is affiliated with the American Hospital Association, the famous organization which has helped to make America's hospital care the world's finest.

This special relationship enables the member to receive benefits largely in terms of *actual needed hospital care*, instead of just dollar allowances—and to get that care merely by presenting his Blue Cross card at the hospital. No need to file claims. Patients enjoy the feeling that they're "among friends."

Blue Cross is noted for broad, realistic benefits. One reason is that it is not in business to make a profit. And so efficiently is it operated that all money coming in, except for small expenses, is set aside to pay for hospital care. Blue Cross also assures fullest value to the individual by setting dues and benefits *locally* to fit needs and conditions where he lives. Many members continue membership after changing jobs or retiring—a valuable Blue Cross privilege.

Today 48 million people enjoy the exclusive advantages of Blue Cross. No other organization in this field can point to so many members, so many years of experience, or so many billions of dollars paid out! Most people join Blue Cross by enrolling in groups where they work. Ask your employer. Or contact the Blue Cross Plan listed in your phone book. Rural families in many states may join through local farm organizations. *Blue Cross Commission, Dept. 101, 425 North Michigan, Chicago 11, Illinois.*

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**25TH ANNIVERSARY YEAR!**









**PRACTICING LIFTS**, William Holden (center) and double work out a technique for carrying 95-pound Susan Strasberg singlehandedly in girl-lifting contest.

# A Big Picnic for a Young Star

## SUE STRASBERG PLAYS A KANSAS KID

In a riverside park in Halstead, Kan. a pretty young New York actress named Susan Strasberg was breaking into the Hollywood bigtime. Susan, who turned 17 while on location, has the important role of the tomboy younger sister in Columbia's movie version of the Pulitzer prize play, *Picnic*. The role involves Sue in a teen-age whirl with the hero and in subsequent theatrical tears. It also thrusts her into a girl-carrying race and into a sumptuous watermelon feast (see cover).

Daughter of Actors' Studio Director Lee Strasberg, hard-working Susie was given her head by Broadway veteran Joshua Logan who was directing his first movie. Logan had his own problems molding the exuberant Kansas onlookers into disciplined movie performers (next page).



**REHEARSING LINES** in Kansas hotel room Susan gets so carried away emotionally she bursts into spontaneous tears.

**HELPING THE STAR**, Kim Novak, to spoonful of ice cream so she won't get her dress spotted, Sue Strasberg waits for shooting to begin on a *Picnic* scene.



**HELD HIGH BY HOLDEN** in a one-arm carry, Susan rides precariously in one of a series of Midwest picnic stunts to appear fleetingly in the final film.



## LOGAN ON LOCATION WITH THE LOCALS

**My  
constipation  
worries  
are  
over!**



### Milk of Magnesia gives more complete

**relief** than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.

**PHILLIPS'**  
MILK OF MAGNESIA

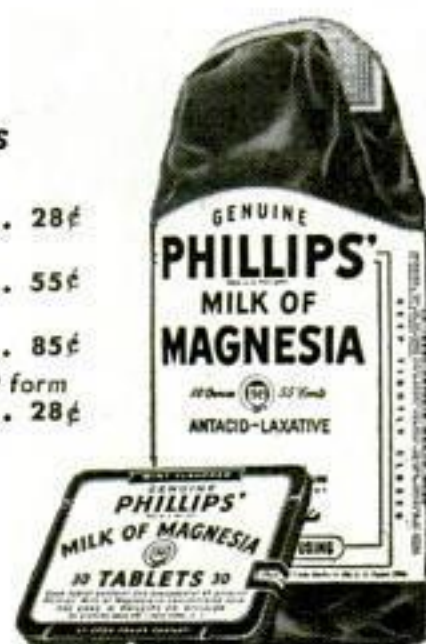
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30 TABLETS..... 28¢



**AS SONG COACH,** Josh rehearses stage-frightened Hutchinson Housewife Dolores Cannon, 24, who sings in a "talent contest" in movie's big picnic scene. She got \$25 for the job.

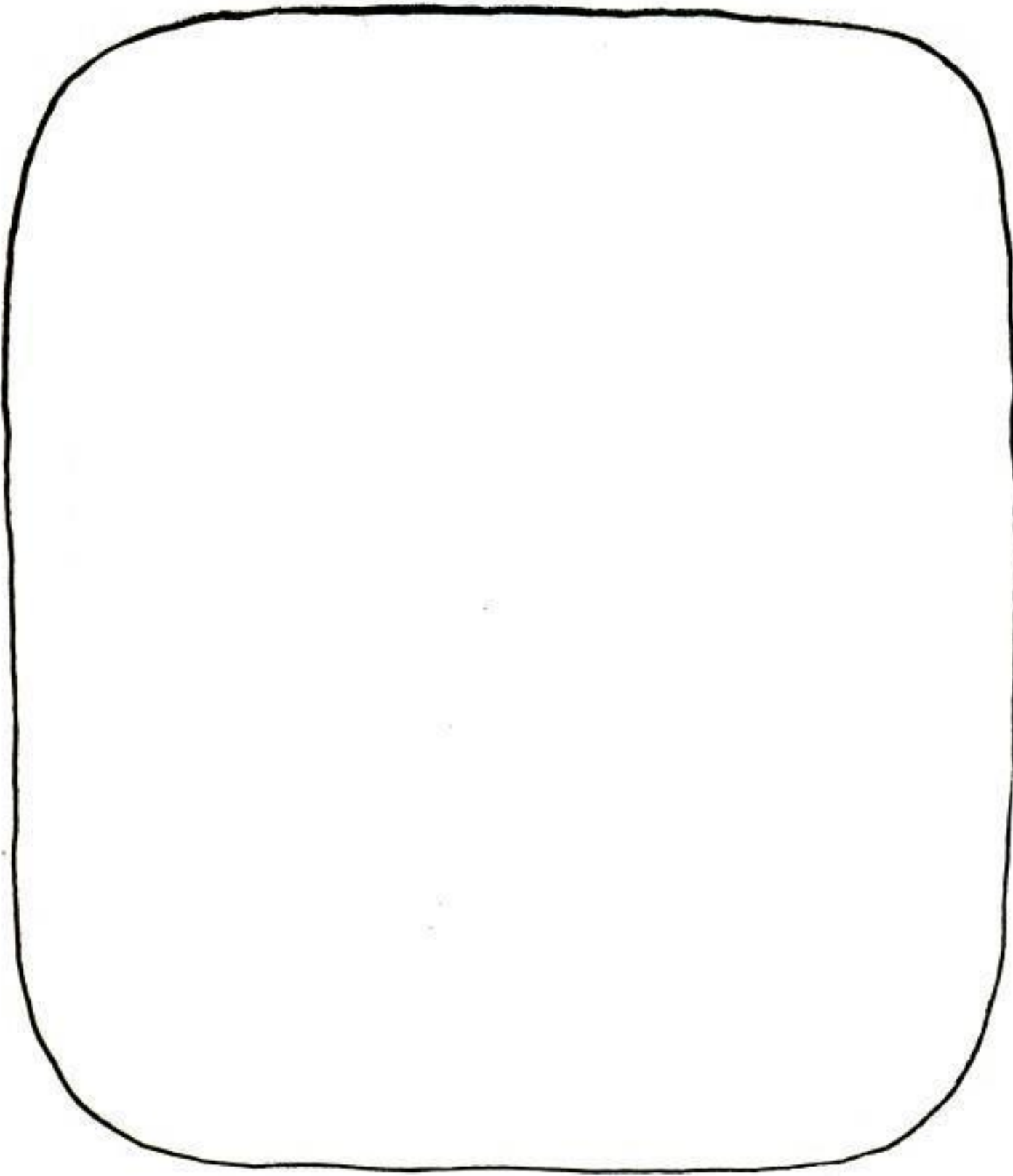


**POLICING THE SET,** busy Logan chases after would-be actor Melvin James Blosser who runs across a plank laid in a muddy road trying to crash a scene that is just being shot.

**CAPTIVE AUDIENCE,** bare-chested Josh lends an ear to Carole Hughes, 5, who insisted on singing him entire *Ballad of Davy Crockett* while he was in the middle of directing a scene.







"Imagine! A whole chorus line disappearing like that!  
Costumes without 'Sanforized' labels, no doubt."



"Alteration charges? Oh no, sir,  
just step outside and come back."



"Don't jump! Are you sure you saw a 'Sanforized' label?"



MISTER! Avoid cotton garments that  
shrink out of fit. ALWAYS insist on seeing  
the "SANFORIZED" trade-mark before you  
buy! Make even your favorite salesman  
show you "SANFORIZED" on the label.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



## ANYBODY LOSE A HEAD?

It was a warm afternoon in Decatur, Ill. and in the heat reality was out of focus. In front of Woolworth's on North Water Street a gas main was being repaired, and no one was paying much attention. But one passer-by, a photographer named Alan Harkrader, was stopped by a moment of ghastly incongruity. On the street, grinning in the gutter, lay a head. Standing above, a workman was reaching down to pick it up. Harkrader snapped this picture just before the workman pulled his companion out of a hole and reality snapped back into place.







MR. RALPH ROBINSON, President of Precision Metal Workers Corp., Chicago, head man of various other interests and Commodore of the Oconomowoc Lake Club.

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